

DELIVERABLE D4.1
Raising older people's voices - outreach and engagement

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1. Description of the deliverable

This report presents an overview of our dissemination activities across our various communication channels: website, social media, and email via Mailchimp (a newsletter for external audiences, newsflashes for AGE members) and press releases.

These activities aim to broaden the reach of our communications in support of our advocacy for age equality throughout the life course.

2. Key outcomes

In line with AGE Communication Strategy, developed together with AGE members, the outcomes of our advocacy work is communicated externally through various communication channels and tools that are updated on a regular basis.

Website

Our website is the central platform for our work. It serves as a window into AGE's activities, a repository for sharing information with external audiences, and a connection point for our Members through the dedicated Member Area that offers various resources.

Outreach in 2025 (January to December)

- Total Views: 171K
- Number of visitors: 98K
- Views per user: 1.31

Newsletter

Our newsletter CoverAGE is published via Mailchimp Platform and is distributed to a list of recipients (open to all interested stakeholders). It provides updates on our work at the EU level, showcases news from our Members across Europe at a national level, and includes information on events, as well as other relevant news and resources at EU, global, and national/local levels.

In 2025, our editions were sent to 3386 recipients in December. The average open rate is around 35,8% and the average click rate is around 4,2%. The newsletter is also published on the AGE website and shared on social media.

Our public newsletters "CoverAGE" are available on the AGE website. In 2025, we slightly revised the format to make it more visually appealing and shorter, as we realised that some email providers, such as Gmail, were cropping the content. We also made the descriptions more direct to encourage reading. Instead of the 'Special Briefing', we now include a 'Top Story', highlighting the most relevant topic of the month, such as the launch of a paper, an event, a new section of the website, and so on.

- January | Have You Experienced Age Discrimination? Share Your Story!
- February | Commission withdraws Horizontal Equal Treatment Directive
- March | What if Older Women Enjoyed Equal Rights? (International Women Day)
- April #1 | (Special Newsletter) | Historic Win for Older Persons' Rights – UN to draft a new convention on the rights of older persons
- April #2 | Celebrating Intergenerational Solidarity for a Sustainable Future for all ages
- May | AGE Annual Conference 2025 – Join us to talk about Intergenerational Solidarity in Europe
- June | AGE Conference Recap: Highlights & Videos Available
- July | Victory for Equality: EU Keeps Anti-Discrimination Directive
- October #1 (Special Newsletter) | Special Edition on the International Day of Older Persons
- October #2 | Launch of the Intergenerational Forum
- November | Launch of the AGE Barometer 2025

The most popular topics of our Special Briefing from Mailchimp stats (clicks from emails) were:

- Commission withdraws Horizontal Equal Treatment Directive (1731 views)
- AGE Annual Conference 2025 – Join us to talk about Intergenerational Solidarity in Europe (1553 views)

- Have You Experienced Age Discrimination? Share Your Story! (1529 views)
- Special Edition on the International Day of Older Persons (685 views)

Newsflashes

Our work is also shared internally to our member organisations on a regular basis, through newsflashes sent via emails with Mailchimp.
In 2025, we sent 32 newsflashes to about 345 recipients (members) subscribed with an average open rate of 55,5%:

1. AGE Newsflash - Event - State of protection against age discrimination in the EU
2. AGE Newsflash - Reminder: call to contribute to study on ageism
3. AGE Newsflash - Letter to mobilise your government for a UN Convention
4. AGE Newsflash - Financial Support to AGE Members 2025!
5. AGE Newsflash - Closing 2024, Welcome 2025!
6. AGE Newsflash - Save the date AGE Webinar _ AGE plans for Age Equality
7. AGE Newsflash - Link to connect to AGE webinar this morning - Financial support to members
8. AGE Newsflash - Call for Quotes - EU Day of Solidarity between Generations 2025
9. AGE Newsflash - International Women's Day
10. AGE Newsflash - European Parliament - Interest group
11. AGE Newsflash - AGE Webinar - AGE plans for Age Equality
12. AGE Newsflash - Act Now: Defend the Horizontal Equal Treatment Directive
13. AGE Newsflash - UN to draft a new convention on the rights of older persons
14. AGE Newsflash - Dite la vostra nel Barometro AGE 2025!
15. AGE Newsflash - Have Your Say in the AGE Barometer 2025!
16. AGE Newsflash - AGE Annual Conference 2025 - Join Us to Talk About Intergenerational Solidarity
17. AGE Newsflash - Contribute to the EU Intergenerational Fairness Strategy!
18. AGE Newsflash - 8-9 May 2025: 80 Years since the end of the Second World War - AGE Statement
19. AGE Newsflash - Reminder AGE Barometer 2025!
20. AGE Newsflash - Explore the resources from our European projects!

21. AGE Newsflash - Help Shape the EU Future Equality Strategies - Share Your Input!
22. AGE Newsflash - Evidence of successful practices against ageism and age discrimination
23. AGE Newsflash - Follow up of the General Assembly and AGE annual conference 2025
24. AGE Newsflash – Consultation Intergenerational Fairness Strategy #2
25. AGE Newsflash – Equal treatment directive stays alive
26. AGE Newsflash - International Day of Older Persons: Disseminate our Action Plan on Ageism and Share your Quote
27. AGE Newsflash - Contribute to Survey on Railway Accessibility
28. AGE Newsflash - Webinar for members: Older persons in European economic policies
29. AGE Newsflash - Mark your agenda for: AGE Statutory Meetings 2026
30. AGE Newsflash - Reminder - Calling for your input on the European Semester
31. AGE Newsflash - Results of Regranting 2025 and launch of 2026 edition *(scheduled)*
32. AGE Newsflash - AGE Strategy 2026-2030 and Good Holidays *(scheduled)*

The most popular topics (most clicked) on Newsflash:

- Dite la vostra nel Barometro AGE 2025,
- Event - State of protection against age discrimination in the EU,
- Webinar for members: Older persons in European economic policies,
- International Day of Older Persons: Disseminate our Action Plan on Ageism and Share your Quote

Social Media

In 2025, we ended our presence on X (formerly Twitter) as it no longer aligned with our core values and migrated to Bluesky. Currently, our social media presence is on LinkedIn, Facebook, and Bluesky.

This year, we continued our commitment to creating more engaging content, both written and visual, to reach a wider audience. We used simpler and more direct language on these platforms to speak about ageing and older people, challenge stereotypes and narratives, share our advocacy work at the EU level, highlight our work with Members, and amplify older people's voices.

Our social media strategy was particularly important in mainstreaming the recent historic victory for older persons' rights, the decision to create a UN working group to draft a convention on the human rights of older persons, a milestone we have been advocating for over the past 15 years. We also highlight the importance of social media in disseminating the launch of the European Parliament's Intergenerational Forum with our support, celebrate Intergenerational Solidarity and the International Day of Older Persons with two AGE campaigns involving our Members, and to share our call to maintain the Horizontal Equal Treatment Directive following the news of a potential withdrawal, which was ultimately upheld at the end of the year.

We also saw a significant increase in LinkedIn followers, growing by 30,5%.

Outreach in 2025:

- On LinkedIn:
  - Number of followers (in December 2025): 4.782
  - Number of new followers (comparing to December 2024): +1.120 followers in 2025
  - Number of posts: 165
  - Likes: 4.620
  - Comments: 120
  - Reposts: 588
  - Engagement rate (average): 12,17%
  - Total Impressions: 102.000

  - Most popular posts (+1.500 impressions)
    The following AGE campaigns and content gained the most popularity on LinkedIn:

    - the Historic Win for Older Persons' Rights, following the UN Human Rights Council's consensus decision to create a working group to draft a UN convention protecting older persons' rights;
    - the AGE Annual Conference 2025;
    - our Intergenerational Day of Older Persons campaign;
    - the WHO event on the Ageing is Living Strategy with AGE Members;
    - and the launch of the European Parliament Intergenerational Forum.

- On Facebook:
  - Number of followers (in December 2025): 3.107
  - Number of new followers (comparing to December 2024): 206
  - Number of posts: 147
  - People Reached: 35.287
  - Likes: 1.910
  - Shares: 433

  - Most popular posts (+900 impressions)
    The following AGE campaigns and content gained the most popularity on Facebook:

        - the Historic Win for Older Persons' Rights, following the UN Human Rights Council's consensus decision to create a working group to draft a UN convention protecting older persons' rights;
        - the AGE Annual Conference 2025;
        - our Intergenerational Day of Older Persons campaign;
        - Ageism Hurts Video Campaign
        - and the launch of the European Parliament Intergenerational Forum.

- On BlueSky:
    - Number of followers (in December 2025): 244
    - Number of Posts: 127
    - Number of Likes: 156

Campaigns

Seizing the momentum created by International Days and other significant events that highlight the importance of promoting human rights throughout the life course can make a substantial difference in communication.

Our campaigns were a collaborative effort between the Communication Team and the Policy Team to inform and advocate for both decision-makers and the general public regarding ongoing issues and the crucial importance of taking action to build a Europe for all ages.

- International Woman's Day - What if Older Women Enjoyed Equal Rights? | 8 March 2025
  Website | Linkedin | BlueSky | Facebook

- UN Convention on the Rights of Older Persons
  Historic victory for older persons' rights, the decision to create a UN working group to draft a convention on the human rights of older persons

    - Historic Win for Older Persons' Rights | 3 April 2025
      Website | Press Release | Linkedin | BlueSky | Facebook

    - Website dedicated to the UN Convention, where we are going to collect all news related to the ongoing process

- European Day for Solidarity between Generations | 29 April 2025
  Celebrating Intergenerational Solidarity for a Sustainable Future for all ages
  Website | Linkedin | BlueSky | Facebook

- AGE Annual Conference 2025 - Intergenerational Solidarity in Europe | 17 June 2025

    - Register
      Website | Linkedin | BlueSky | Facebook

    - After the Event - Highlights
      Website | Linkedin | BlueSky | Facebook

- International Day of Older Persons | 1st October 2025

    - Campaign with AGE Members
      Website | Linkedin | BlueSky | Facebook

- AGE Proposal for an EU Action Plan to Combat Ageism - 1st October 2025
  Website | Linkedin | Facebook

- Launch of Intergenerational Forum | 8 October 2025
  Website | Linkedin | BlueSky | Facebook

- AGE Barometer 2025 | 27 November 2025
  Website | Linkedin | BlueSky | Facebook

Press Releases

We issued 3 press releases to the 180 journalists on our press contact list.

These releases highlighted key topics for 2025.

The first two press releases were focused on the European Commission's early-2025 decision to withdraw the proposal for the Horizontal Equal Treatment Directive. AGE Platform Europe, together with other civil society organisations, issued a joint statement urging the Commission to reverse this decision. This joint effort paid off: in July, the European Commission decided not to withdraw the long-stalled Horizontal Equal Treatment Directive.

Additionally, we celebrated a historic milestone in April: UN Human Rights Council adopted by consensus a decision to set up a working group to start drafting a UN Convention on the human rights of older persons – a historic milestone following years of advocacy by AGE Platform Europe, older persons, civil society, and other advocates around the world.

- EU steps back on Equality Protection: Commission withdraws Horizontal Equal Treatment Directive
  13 February 2025

- Equality betrayed: Commission unilaterally gives up on anti-discrimination law
  18 February 2025

- Historic milestone for the rights of older persons: UN sets up working group to draft a new human rights convention
  3 April 2025

Mention in Media and request for interviews/articles

In 2025, we continued paving the way for establishing new connections with the media, resulting in more press mentions than the previous year. We also saw a significant increase on mentions in media comparing to last year, growing by 50%.

- Number of mentions in media - 102
- Number of interviews/articles accepted – 7

Date	Title	Category	Link	Media	Domain
2025/01/05	"We assume violations of rights in old age that are unacceptable at any other age." Nena Georgantzi Interview	Interview/Articles	https://www.lavanguardia.com/vida/20250105/10059785/asumimos-violaciones-derechos-vejez-inaceptables-edad.html	La Vanguardia	General
2025/01/10	Challenges from an ageing population highlighted by the conference "Europe for all ages"	Mention in media	https://www.offsite.com.cy/eidiseis/ygeia/prokliseis-apo-giransi-plithysmoy-anedeixe-imerida-i-eyropi-gia-oles-tis-ilikies	OffsiteNews	General
2025/01/14	Join the fight against ageism – fill out the survey!	Mention in media	https://www.gazetasenior.pl/ageizm-ankieta-age-platform	Gazeta Senior	General
2025/01/14	#AgeizmKrzywdzi! Say NO to discrimination and fight for equal rights for seniors	Mention in media	https://www.gazetasenior.pl/ageizm-krzywdzi-kampania-prawa-seniorow	Gazeta Senior	General
2025/01/16	Public participation in decision-making: enabling vulnerable groups and promoting engagement on agriculture, marine environment, climate change and AI	Mention in media	https://unece.org/artificial-intelligence/news/public-participation-decision-making-enabling-vulnerable-groups-and	UNECE News	Economic and Social Development
2025/01/20	Ageing - A phase of life... full of opportunities! ('A Europe for All Ages' Conference in Cyprus)	Mention in media	https://www.philenews.com/kipros/koinonia/article/1547766/giransi-mia-fasi-zois-gemati-efkeries/	Philenews	General
2025/01/25	The Pension Untouchability Initiative: a story of justice, dignity and solidarity	Mention in media	https://mojaleta.si/Clanek/Pobuda-za-nedotakljivost-pokojnine-zgodba-o-pravici-dostojanstvu-in-solidarnosti	Moja Leta	General
2025/01/28	Everyone must have access to essential services, without necessarily going digital	Mention in media	https://www.lesoir.be/651284/article/2025-01-28/tout-le-monde-doit-avoir-acces-aux-services-essentiels-sans-passer?fbclid=IwY2xjawIFvH1leHRuA2FlbQIxMAABHcCrkI0eIVVzSvtBzzrf_52k-XJjoTDGKJVA-FOrhtj_77dLFifW_1ZKIQ_aem_3RUqKcbL523q8xX1UrfTDA	Le Soir	General
2025/01/30	"Gazeta Senior" - February 2025 [02/2025]: Check out what's in the issue!	Mention in media	https://www.gazetasenior.pl/gazeta-senior-luty-2025	Gazeta Senior	General
2025/01/31	Ageism: a Study launched by the European Commission with the support of AGE Platform	Mention in media	https://www.anap.it/notizia/ageismo-studio-dalla-commissione-europea-con-il-supporto-di-age-platform/	Anap Confartigianato	Generalist
2025/02/05	Asjubi40 case: more than 860,000 retirees with long careers start 2025 with several open fronts	Mention in media	https://www.65ymas.com/economia/pensiones/caso-asjubi40-86000-jubilados-largas-carreras-inician-	65ymas News	Generalist

			2025-frentes-abiertos_67437_102.html		
2025/02/06	Metropolitan City of Cagliari for longevity and active ageing	Mention in media	https://cittametropolitanacagliari.it/portale/page/it/citta_metropolitana_di_cagliari_per_la_longevita_e_linvecchiamento_attivo?contentId=NVT29192	Metropolitan City of Cagliari	Generalist
2025/02/07	Presentation of the Active Ageing Plan of the Metropolitan City of Cagliari	Mention in media	https://www.reportsardegna24.it/presentazione-del-piano-per-linvecchiamento-attivo-della-citta-metropolitana-di-cagliari/	Report Sardegna24	Generalist
2025/02/09	The Metropolitan City of Cagliari focuses on active ageing	Mention in media	https://www.shmag.it/sardegna/cagliari/09_02_2025/la-citta-metropolitana-di-cagliari-punta-sullinvecchiamento-attivo/	S&H Magazine	Generalist
2025/02/11	Municipality of Athens: Two-day conference on the "enlightening" experiences from the COVID period	Mention in media	https://athina984.gr/2025/02/11/dimos-athinaion-diimerida-gia-tis-afotistes-empeiries-apo-tin-periodo-toy-covid-serafeio-14-15-2/	athina 98.4 (Radio Station)	Generalist
2025/02/13	EU decision to pull equality bill is 'inexplicable', says rights defender	Mention in media	https://euobserver.com/eu-political/ar51bd0607	EUObserver	General
2025/02/19	Vardakastanis: Backsliding for rights - The withdrawal of the Equal Treatment Directive is a blow to the fight against discrimination	Mention in media	https://www.esamea.gr/el/article/i-bardakastanhs-opisthodromhsh-gia-ta-dikaiwmata-h-aposyrsh-ths-odhgias-gia-thn-ish-metaxeirish-plhgma-ston-agwna-kata-twn-diakrisewn	ESAmeA	General
2025/02/02	European Pensions - Interview Request - no mention in final article	Interview/Articles	Our interview was cut by the editor.	European Pensions Magazine	Specialist
	Reuters spoke with Nena - Waiting for the link	Interview/Articles	Waiting for the Article's Link		
	Danish daily Kristeligt Dagblad (Journalist - Birthe Pedersen) request interview on UN Convention	Interview/Articles	Waiting for the Article's Link		
2025/02/23	The exclusion of older people continues: the EU wants to eliminate paper leaflets for medicines.	Mention in media	https://www.65ymas.com/actualidad/exclusion-mayores-ue-eliminar-prospectos-papel-medicamentos_68033_102.html	65ymas News	Generalist
2025/02/24	Age-Friendly Toolkit experts propose a professional profile for creating age-friendly cities.	Mention in media	https://www.europapress.es/epsocial/igualdad/noticia-expertos-age-friendly-toolkit-proponen-perfil-profesional-crear-ciudades-amigables-personas-mayores-20250224150243.html	EuropaPress	EU Policy
2025/02/26	Experts propose creating a professional profile to develop age-friendly cities.	Mention in media	https://www.65ymas.com/sociedad/expertos-proponen-perfil-profesional-desarrollar-ciudades-amigables-mayores_68201_102.html	65ymas News	Generalist
2025/03/06	The paper leaflet is in danger of extinction: "It puts the health of millions of people at risk."	Mention in media	https://www.consalud.es/profesionales/farmacia/peligro-extincion-prospecto-en-papel-pone-en-riesgo-salud-millones-personas_155586_102.html	ConSalud	Health Care

2025/03/13	Petition: Stop the betrayal of the EU's anti-discrimination promises	Mention in media	https://kobinet-nachrichten.org/2025/03/13/petition-stoppt-den-verrat-an-antidiskriminierungsversprechen-der-eu/	Kobinet Nachrichten	Disability Policies
2025/03/13	Following the announcement of an EU Anti-Poverty Strategy, AGE takes a stand	Mention in media	https://entremayores.es/internacional/tras-el-anuncio-de-una-estrategia-de-lucha-contra-la-pobreza-de-la-ue-age-toma-posiciones/	EM - EntreMayores	Generalist
2025/03/20	Elizabeth Sclater obituary	Mention in media	https://www.theguardian.com/society/2025/mar/19/elizabeth-sclater-obituary	The Guardian	Generalist
2025/03/28	Experts advocate for a legal framework that protects the rights of older persons	Mention in media	https://dependencia.info/noticia/7822/	Dependencia Info	Generalist
2025/03/29	Human rights experts call for a legal framework to protect older people from ageism.	Mention in media	https://www.infobae.com/america/agencias/2025/03/29/expertos-en-derechos-humanos-reclaman-un-marco-legal-para-proteger-del-edadismo-a-las-personas-mayores/	Newsroom Infobae	Generalist
2025/04/03	The UN agrees to specifically protect the human rights of older persons.	Mention in media	https://www.lavanguardia.com/vida/20250403/10549936/onu-pone-marcha-grupo-definira-derechos-personas-mayores.html	La Vanguardia	General
2025/04/04	Historic UN step: approves drafting of a Convention on the Rights of Older Persons	Mention in media	https://www.65ymas.com/sociedad/paso-historico-onu-aprueba-redaccion-convencion-derechos-personas-mayores_69563_102.html	65ymas News	Generalist
2025/04/07	Work begins on the UN convention on the rights of older persons	Mention in media	https://cowzdrowiu.pl/aktualnosci/post/ruszaja-prace-nad-konwencja-onz-o-prawach-osob-starszych	Cowzdrowiu.pl	Health Care
2025/04/07	Milestone for the rights of older people	Mention in media	https://www.frankfurt-live.com/meilenstein-fuer-die-rechte-aelterer-menschen	Frankfurt Live	Generalist
2025/04/10	A step forward for the rights of older persons	Mention in media	https://www.dianova.org/es/opinion-es/un-paso-adelante-para-los-derechos-de-las-personas-mayores/	Dianova International	health, equality, and social inclusion
2025/04/11	A historic turning point: The UN launches the process to draft an international convention on the rights of older persons	Mention in media	https://www.silvereco.org/en/rights-of-older-persons-un-launches-the-process-to-draft-an-international-convention/	SilverEco	Silver Economy
2025/04/12	Legal tools must be implemented to prevent age discrimination.	Mention in media	https://www.geriatricarea.com/2025/04/10/deben-implementarse-herramientas-legales-para-evitar-la-discriminacion-por-razon-de-edad/	Geriatricarea	Health Care
2025/04/15	With the EEA Agreement and the pension reform, the right to negotiate for social security beneficiaries' interest organizations disappeared.	Mention in media	https://www.gd.no/meneos-avtalen-og-pensjonsreformen-forsvant-forhandlingsretten-for-trygdedes-interesseorganisasjoner/o/5-18-2253802	GD	Generalist
2025/04/18	The UN is working to protect the rights of older persons with an international convention.	Interview/Articles	https://elpais.com/sociedad/2025-04-17/la-onu-trabaja-para-proteger-los-derechos-de-las-personas-mayores-	El País	Generalist

			con-una-convencion-internacional.html		
2025/04/24	When the tablet is an ally of the caregiver	Mention in media	https://www.vita.it/quando-il-tablet-e-un-alleato-del-caregiver/	Vita	Social Incluson
2025/04/29	European Day of Intergenerational Solidarity: Focus on Connecting	Mention in media	https://www.sta.si/3420637/ob-evropskem-dnevu-medgeneracijske-solidarnosti-poudarek-na-povezovanju	STA	Generalist
2025/04/29	On the occasion of the European Day of Intergenerational Solidarity, the emphasis is on connecting Ljubljana	Mention in media	https://www.gorenjskiglas.si/sta/ob-evropskem-dnevu-medgeneracijske-solidarnosti-poudarek-na-povezovanju-ljubljana-267019/	Gorenjski Glas	Generalist
2025/04/29	This is how manipulators trap older people – Their methods are even more deceitful than the 'grandchild scam'	Mention in media	https://nlc.hu/csalad/20250429/idos-emberek-manpulacioja-kenyszerito-kontroll/	NLC.	Generalist
2025/04/29	New driving license rules are coming; those over 65 won't like them	Mention in media	https://www.mirovina.hr/novosti/stizu-nova-pravila-o-vozackim-dozvolama-nece-se-svidjeti-starijima-od-65/	Mirovina	Generalist
2025/04/29	This year's European Day of Intergenerational Solidarity focuses on connecting	Mention in media	https://www.rtvslo.si/slovenija/preberite-tudi/ob-letosnjem-evropskem-dnevu-medgeneracijske-solidarnosti-poudarek-na-povezovanju/744215	RTV Slovenia	Generalist
2025/04/29	April 29: Intergenerational Solidarity Day. For a Sustainable Future for All Ages	Mention in media	https://www.anap.it/notizia/29-aprile-giornata-solidarieta-intergenerazionale-futuro-sostenibile/	Anap Confartigianato	Generalist
2025/04/29	The Third Age Observatory submitted a memorandum to the Ministry of Education and Culture to combat age discrimination	Mention in media	https://www.offsite.com.cy/eidiseis/koinonia/ypomnima-gia-katapolemisi-ilikiakis-diakrisis-ypebale-paratiritirio-tritis	OffsiteNews	General
2025/04/29	New driving license rules are coming, some drivers could lose their rights	Mention in media	https://www.dnevno.hr/auto-moto/dolaze-nova-pravila-o-vozackim-dozvolama-neki-vozaci-bi-mogli-izgubiti-svoja-prava-2722113/#google_vignette	Dnevno	General
2025/05/01	We have a little to think about in Sweden	Mention in media	https://propensionaren.se/kronika/vi-har-lite-att-fundera-over-i-sverige/	Pro Pensionaren	Older People
2025/05/01	New driving license rules are coming to Croatia, some won't like them	Mention in media	https://ohridsky.com/doagat-novi-pravila-za-vozachki-dozvoli-vo-hrvatska-na-nekoi-nema-da-im-se-dopadnat/	OhridSky	General
2025/05/01	Digital driving licenses and new challenges for older drivers: Are the proposed measures fair?	Mention in media	https://www.ebrod.net/slavonski-brod/clanak/vozacke-dozvole-u-digitalnom-obliku-i-novi-izazovi-za-starije-vozace:-jesu-li-predlozene-mjere-pravedne-47110.html	e brod Magazine	General
2025/05/03	New rules on driver's licenses coming soon: The deadline is five and a half years, older people could lose their licenses sooner	Mention in media	https://www.zagreb.info/vijesti/uskoro-nova-pravila-o-vozackama-rok-je-pet-i-pol-godina-stariji-bi-ranije-mogli-ostati-bez-njih/729276/	zagreb.info	General
2025/05/08	Recommendations for addressing the risk of poverty in older people	Mention in media	https://www.geriatricarea.com/2025/05/08/recomendaciones-para-abordar-el-	Geriatricarea	Health Care

			riesgo-de-pobreza-en-las-personas-mayores/		
2025/05/10	80 years since the end of the Second World War. From AGE Platform Europe the appeal for a renewed peace	Mention in media	https://agricolae.eu/80-anni-dalla-fine-della-seconda-guerra-mondiale-da-age-platform-europe-lappello-per-una-rinnovata-pace/	Agricolae.EU	Agriculture, Fishing and Food Sectors
2025/05/10	80 years after WWII, seniors sound the alarm	Mention in media	https://www.dewereldmorgen.be/community/80-jaar-na-woii-luiden-ouderen-de-noodklok/	DeWereldMorgen	Anti-Discrimination
2025/05/10	Rights with No Age Limit: Hopes for a Convention on the Rights of Older People	Mention in media	https://www.globalissues.org/news/2025/05/09/39813	Global Issues	Global Issues
2025/05/12	CIA (Confederazione italiana agricoltori) relaunches peace appeal associations for seniors AGE Platform Europe 80 years after World War II	Mention in media	https://www.agrapress.it/2025/05/cia-rilancia-appello-pace-associazioni-anziani-age-platform-europe-a-80-anni-da-ii-guerra-mondiale/	AGRAPress	Agriculture
2025/05/12	End of the Second World War 80 years ago	Mention in media	https://www.bagso.de/special/aktuelles/detailansicht/ende-des-zweiten-weltkriegs-vor-80-jahren/	BAGSO News	Older People
2025/05/12	IMPORTANT CHANGES /New EU rules: Part of the over 65 could lose their driver's license	Mention in media	https://net.hr/danas/vijesti/dio-starijih-od-65-bi-mogao-ostati-bez-vozacke-6cc8fdb6-2cd4-11f0-b4a9-72c51a5f9be6	DANAS	General
2025/05/12	New blow for drivers: European Union shortens validity of driving licenses	Mention in media	https://svet24.si/novice/tujina/vozniska-dovoljenja-direktiva-evropski-parlament-veljavnost-1817165	SVET24	General
2025/05/12	Drastic changes are coming for drivers and many will be unhappy: One group in particular is under attack	Mention in media	https://www.7dnevno.hr/vijesti/hrvatska/stizu-drasticne-promjene-za-vozace-i-mnogi-ce-biti-nezadovoljni-jedna-skupina-posebno-na-udaru/	7dnevno	General
2025/05/12	THE EUROPEAN UNION IS SHORTENING THE VALIDITY PERIOD OF THE DRIVER'S LICENSE! Each country will decide for itself how to implement it	Mention in media	https://biznis.kurir.rs/info-biz/9666583/eu-skracuje-rok-vazenja-vozacke-dozvole	Biznis	General
2025/05/12	THE EUROPEAN UNION SHORTENS THE VALIDITY OF DRIVING LICENSES: Each country will decide for itself how to implement this	Mention in media	https://faktor.mk/evropskata-unija-go-skratuva-vazenjeto-na-vozachkite-dozvoli-sekoja-zemja-samakje-odluchi-kako-kje-go-sprovede-toa	Faktor	General
2025/05/12	Important changes for EU citizens! Some of the over-65s could lose their driver's licenses: Here's when the new rules come into effect	Mention in media	https://www.blic.rs/biznis/vesti/deo-starijih-gradjana-mogao-bi-ostati-bez-vozacke-dozvole-evo-kada-nova-pravila/9k953ps	Blic	General
2025/05/12	NEW DRIVER'S LICENSES ARE ARRIVING, THERE WILL BE A CHANGE! Each country decides how to apply them, the restrictions for the elderly are changing	Mention in media	https://www.alo.rs/vesti/drustvo/1060964/digitalna-vozacka-dozvola-evropska-unija/vest	Alo	General
2025/05/12	New driver's licenses are coming, but also restrictions for older people: Each country will decide how to implement it	Mention in media	https://24sedam.rs/drustvo/vesti/388675/eu-skracuje-rok-vazenja-vozacke-dozvole/vest	24 Sedam	General

2025/05/13	EU introduces new rules for driving licenses again: Drivers over 65 could be in trouble	Mention in media	https://sib.net.hr/vijesti/ostalo/1242730/eu-opet-uvodi-nova-pravila-za-vozacke-vozaci-stariji-od-65-godina-mogli-bi-biti-u-problemu/	SiB	General
2025/05/13	NEW RULES FOR DRIVERS IN THE EUROPEAN UNION Digital licenses and new obligations for those over 65 are being introduced.	Mention in media	https://plusinfo.mk/novi-pravila-za-vozachite-vo-evropskata-uni-a-se-voveduvaat-digitalni-dozvoli-i-novi-obvrski-za-postarite-od-65-godini/	plusinfo.mk	General
2025/05/13	Drivers over 65 face new rule: EU shortens their license validity	Mention in media	https://www.b92.net/automobili/aktuelno/128594/eu-uvodi-digitalne-vozacke-dozvole-i-mogucnost-skracenog-roka-za-starije-vozace/vest	b92	General
2025/05/13	New crackdown on drivers: This is a vulnerable group, they have no mercy	Mention in media	https://www.dnevno.hr/auto-moto/novi-udar-na-vozace-ovo-je-ugrozena-skupina-nemaju-milosti-2733557/	dnevno	General
2025/05/13	Important notice for drivers: Smartphone licenses	Mention in media	https://www.glassrpske.com/lat/magazin/putovanja/vazno-obavjestenje-za-vozace-skracuje-se-rok-za-dozvole/578585	GlasSrpske	General
2025/05/13	The EU wants us to reduce the validity period of driving licenses for people over 65	Mention in media	https://www.24chasa.bg/biznes/article/20488257	24chasa	General
2025/05/13	The European Union proposes to reduce the validity period of driving licenses for people over 65	Mention in media	https://www.7kefa.com/%d0%b5%d0%b2%d1%80%d0%be%d0%bf%d0%b5%d0%b9%d1%81%d0%ba%d0%b8%d1%8f%d1%82-%d1%81%d1%8a%d1%8e%d0%b7-%d0%bf%d1%80%d0%b5%d0%b4%d0%bb%d0%b0%d0%b3%d0%b0-%d1%81%d1%80%d0%be%d0%ba%d1%8a%d1%82-%d0%bd%d0%b0/	7kefa	General
2025/05/13	HQ Magazine - Interview | Ageism in tech / Accessible Design	Interview/Articles	https://www.age-platform.eu/digitalisation-age-was-featured-in-headquarters-magazine/	Headquarters Magazine	General
2025/05/14	Important notice for drivers: The deadline for the expiration of your driving license is being shortened - new rules from the EU have arrived!	Mention in media	https://www.espreso.co.rs/svet/planeta/1537459/vazno-obavestenje-za-vozale-skracuje-se-rok-za-istek-vozacke-dozvole-stigla-nova-pravila-iz-eu	Espreso	General
2025/05/14	The European Union is introducing digital driving rules, as well as new rules for drivers over 65	Mention in media	https://www.osijek031.com/osijek.php?topic_id=103245	Osijek031	General
2025/05/14	Rights with no age limit: Hopes for a convention on the rights of older people	Mention in media	https://www.manilatimes.net/2025/05/14/opinion/world/rights-with-no-age-limit-hopes-for-a-convention-on-the-rights-of-older-people/2112527	The Manila Times	General
2025/05/15	They are shortening the license validity period for drivers over 65 years ol	Mention in media	https://banjaluka.net/skracuju-rok-trajanja-dozvole-vozacima-starijim-od-65-godina/	Banjaluka.net	General

2025/05/15	Rights without age limits: hopes for a convention on the rights of older persons	Mention in media	https://ipsnoticias.net/2025/05/derechos-sin-limite-de-edad-esperanzas-para-una-convencion-sobre-los-derechos-de-las-personas-mayores/	Inter Press Service - News and Views from the Global South	General
2025/05/15	A new attack on drivers: the European Union is reducing the term of validity of a driver's license, this group is particularly at risk	Mention in media	https://www.telegraf.rs/auto/auto-vesti/4107060-novi-udar-na-vozace-evropska-unija-smanjuje-rok-vazenja-vozacke-dozvole-ova-grupa-je-posebno-ugrozena	Telegraf	General
2025/05/15	Digital driver's licenses are coming, and new restrictions for older drivers	Mention in media	https://tuzlainfo.ba/index.php/bosna-i-hercegovina/item/269403-stizu-vozacke-dozvole-u-digitalnom-obliku-a-za-starije-vozace-nova-ogranicenja/#goog_rewarded	Tuzlainfo	General
2025/05/15	NEW BLOW TO DRIVERS: The age limit for the validity of a driver's license is being lowered! ONE GROUP IS PARTICULARLY AT RISK	Mention in media	https://vecer.mk/svet/631721af-8619-491c-9966-2256e44fc31e-1	Vecer	General
2025/05/15	EU introduces digital driving licenses, and older drivers face shorter validity periods	Mention in media	https://www.rtvslon.ba/eu-uvodi-digitalne-vozacke-dozvole/	RTV Slon	General
2025/05/15	EU introduces digital driving licenses, and older drivers face shorter validity periods	Mention in media	https://www.rtvslon.ba/eu-uvodi-digitalne-vozacke-dozvole/	RTV Slon	General
2025/05/16	EU wants to limit driving age, driving license validity to be shortened across the board	Mention in media	https://www.autoviny.sk/novinky/2762892/platnost-vodicakov-sa-ma-skracovat	Auto Viny	General
2025/05/16	New blow for drivers: EU prescribes shorter driving license validity period for this group	Mention in media	https://govorise.metropolitan.si/zanimivosti/starost-skrajsali-bodo-veljavnost-vozniskega-dovoljenja/	Govori.se	General
2025/05/16	The EU will restrict driving licenses for older people. This will also apply in Slovakia	Mention in media	https://plenum.sk/eu-obmedzi-vodicske-preukazy-starsim-ludom-platit-to-bude-aj-na-slovensku/	Plenum	General
2025/05/19	The European Union has approved a digital driving license: Changes await motorists in Slovakia	Mention in media	https://www.startitup.sk/europska-unia-schvalila-digitalny-vodicsky-preukaz-motoristov-na-slovensku-cakaju-zmeny/	Startitup	General
2025/05/19	The EU wants us to reduce the validity period of driving licenses for people over 65.	Mention in media	https://www.flashnews.bg/es-iska-da-namalim-sroka-na-validnost-na-shoforskite-knizhki-na-horata-nad-65-g/	FlashNews	General
2025/07/03	Many decisions in a short time	Mention in media	https://www.senioren.se/nyheter/kort-mandatperiod-men-manga-beslut/	Senioren	Older People
2025/07/03	Victim Support Europe (VSE) Conference in Lisbon on victims of crime and their protection	Mention in media	https://24h.com.cy/o-dimos-antoniou-sto-synedrio-tou-victim-support-europe-vse-sti-lisavona-gia-ta-thymata-egklimaton-kai-tin-prostasia-tous/	24h.com.cy	General
2025/07/11	Whether on foot, by car or by train: How to best overcome mobility hurdles in old age	Mention in media	https://www.rnd.de/mobilitaet/mobilitaet-im-alter-altersarmut-schraenkt-beweglichkeit-fuer-senioren-ein-Q72RVDAYFNH53FPZH7P2P4SMRQ.html	RND	General

2025/07/14	The ANP-CIA national assembly will be held in Bologna. Key topics: social and health services and active ageing.	Mention in media	https://sestopotere.com/a-bologna-lassemblea-nazionale-anp-cia-temi-centrali-servizi-socio-sanitari-e-invecchiamento-attivo/	Sestopotere	General
2025/07/15	AccessibleEU will train stakeholders on how to implement the European Accessibility Act during Accessibility Week in Brussels	Mention in media	https://www.bta.bg/bg/news/bulgaria/oficial-messages/national/910110-accessibleeu-shte-obuchava-zainteresovanite-strani-kak-da-prilagat-evropeyskiya-	RTA - Belgian Telegraph Agency	General
2025/07/18	The Cyprus Ageing Observatory participated in the AGE Platform Europe Annual Conference	Mention in media	https://www.offsite.com.cy/eidiseis/koinonia/paratiritirio-tritis-ilikias-kyproy-symmeteihe-sto-etisio-synedrio-age-platform	Offsite News	General
2025/07/20	The 3rd Age Observatory participates in the AGE Platform Europe Conference in Leuven	Mention in media	https://limassoltoday.com.cy/eidiseis/to-paratiritirio-3is-ilikias-symmetechei/	Limassol Today	General
2025/07/22	Don't Back Down on Diversity: Europe Renews Its Commitment to Inclusion	Mention in media	https://www.nonsoloambiente.it/2025/07/22/non-arretrare-sulla-diversita-leuropa-rilancia-limpegno-per-linclusione/	Non Solo Ambiente	Sustentability
2025/07/25	First country to set age limit after which driving will no longer be allowed: They want to improve safety	Mention in media	https://www.mirovina.hr/novosti/prva-zemlja-postavila-dobnu-granicu-nakon-koje-se-vise-nece-smjeti-voziti-zele-poboljsati-sigurnost/	Mirovina	Generalist
2025/07/28	Dream job break 50+	Mention in media	https://www.diepresse.com/19843335/traumjobzaesur-50	Die Presse	General
2025/07/29	Digital driver's licenses will affect older drivers the most: Who needs to take a new test?	Mention in media	https://tuzlainfo.ba/index.php/clanci/sa-svih-strana/item/275236-digitalne-vozacke-dozvole-najvise-ce-uticati-na-starije-vozace-ko-sve-mora-na-novu-provjeru/	Tuzlainfo.ba	General
2025/08/09	The exiles of the digital world - "Headache" deposits, payments, withdrawals	Mention in media	https://www.dnews.gr/eidhseis/ellada/540346/oi-eksoristoi-tou-psifiakoy-kosmou-ponokefalos-katatheseis-pliromes-analipseis	DNews	General
2025/08/29	Danish daily Kristeligt Dagblad by journalist Birthe Pedersen - interview on pension poverty: why is it growing, what are the solutions.	Interview/Articles	Waiting for more details		
2025/09/03	Revision of driving license regulations. Yes to road safety, no to discrimination against older people	Mention in media	https://www.anap.it/notizia/rinnovo-patente-per-anziani-ipotesi-governo-nuove-regole/	Anap Confartigianato	Generalist
2025/09/16	The 'Live longer, live better' Forum returns to Avilés to discuss the rights of older people	Mention in media	https://www.65ymas.com/sociedad/foro-vivir-mas-mejor-vuelve-aviles-debatir-sobre-derechos-mayores_74742_102.html	65ymas News	Generalist
2025/09/30	AGE presents its EU Action Plan to Combat Ageism on the occasion of International Day of Older Persons	Mention in media	https://entremayores.es/internacional/age-presenta-su-plan-de-accion-de-la-ue-para-combatir-el-edadismo-con-motivo-del-dia-	EM - EntreMayores	Generalist

			internacional-de-los-mayores/		
2025/10/02	The challenge of eliminating institutional ageism through legislation	Mention in media	https://www.elcomercio.es/aviles/reto-eliminar-leyes-edadismo-institucional-20251002230145-nt_amp.html	La Voz de Avilés	General
2025/10/07	The 14th ANP-CIA Interregional Pensioners' Festival in L'Aquila was a huge success.	Mention in media	https://www.laquilablog.it/grande-successo-per-la-xiv-festa-interregionale-del-pensionato-anp-cia-allaquila/	L'Aquila Blog	General
2025/10/07	L'Aquila, 500 retirees from seven regions attended the 14th ANP-CIA Festival. The next edition will be held in Molise.	Mention in media	https://www.ilpomeriggio.it/economia/laquila-500-pensionati-da-7-regioni-alla-xiv-festa-anp-cia-prossima-edizione-in-molise/#	il Pomeriggio	General
2025/10/09	The macroeconomic challenges of ageing, EU immigration policies and pension spending	Mention in media	https://sixactualites.fr/retraites/les-enjeux-macroeconomiques-du-vieillissement-des-politiques-dimmigration-de-lue-et-des-depenses-en-pensions/68593/	Sixactualités	General
2025/10/14	Romania, an increasingly aging country with socially invisible seniors. Only 6.6% of those over 65 have followed a training course	Mention in media	https://adevarul.ro/stiri-interne/societate/romania-o-tara-tot-mai-batrana-cu-seniori-2478916.html	Adevărul	General
2025/10/15	“Young people need to learn that it’s normal to ask your neighbor how they are.”	Mention in media	https://www.lavanguardia.com/vida/20251015/11158558/jovenes-han-aprender-normal-preguntar-vecino-como-esta.html	La Vanguardia	General
2025/10/15	A new career for Romanian retirees. The job for which seniors over 65 are in high demand	Mention in media	https://www.capital.ro/o-noua-cariera-pentru-pensionarii-romani-postul-pentru-care-varstnicii-trecuti-de-65-de-ani-sunt-la-mare-cautare.html	Capital	General
2025/10/17	Romania's pensioners return to work. Jobs available for those over 65	Mention in media	https://www.puterea.ro/pensionarii-romaniei-revin-in-campul-muncii-job-disponibil-pentru-cei-trecuti-de-65-de-ani/	Puterea	General
2025/10/17	Discriminatory driving license law approved: new "driving tests" are coming | Older drivers will all have to take them	Mention in media	https://www.vehiclecue.it/2025/10/17/patente-approvata-la-legge-discriminatoria-arrivano-i-nuovi-test-di-guida-gli-automobilisti-piu-anziani-dovranno-farlo-tutti/	vehiclecue	Auto & Moto portal
2025/10/22	South Aegean: The demographic picture, social indicators and cohesion policies	Mention in media	https://www.dimokratiki.gr/22-10-2025/notio-egeo-i-dimografiki-ikona-i-kinoniki-diktes-ke-i-politikes-synochis/	dimokratiki	General
2025/05/15	EU introduces digital driving licenses, and older drivers face shorter validity periods	Mention in media	https://www.rtvslon.ba/eu-uvodi-digitalne-vozacke-dozvole/	RTV Slon	General
2025/05/16	EU wants to limit driving age, driving license validity to be shortened across the board	Mention in media	https://www.autoviny.sk/novinky/2762892/platnost-vodicakov-sa-ma-skracovat	Auto Viny	General
2025/05/16	New blow for drivers: EU prescribes shorter driving license validity period for this group	Mention in media	https://govorise.metropolitan.si/zanimivosti/starost-skrajsali-bodo-veljavnost-vozniskega-dovoljenja/	Govori.se	General
2025/05/16	The EU will restrict driving licenses for older people. This will also apply in Slovakia	Mention in media	https://plenum.sk/eu-obmedzi-vodicske-preukazy-starsim-ludom-	Plenum	General

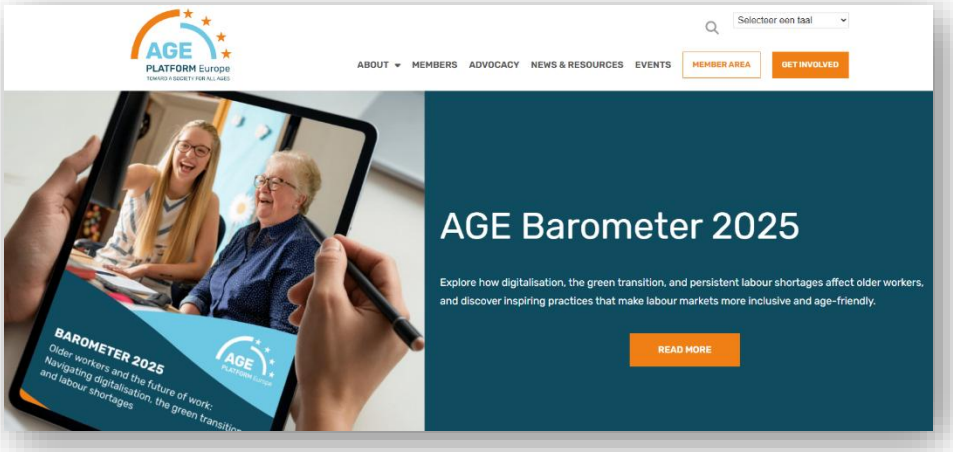
			platit-to-bude-aj-na-slovensku/		
2025/05/19	The European Union has approved a digital driving license: Changes await motorists in Slovakia	Mention in media	https://www.startitup.sk/europska-unia-schvalila-digitalny-vodicsky-preukaz-motoristov-na-slovensku-cakaju-zmeny/	Startitup	General
2025/05/19	The EU wants us to reduce the validity period of driving licenses for people over 65.	Mention in media	https://www.flashnews.bg/es-iska-da-namalim-sroka-na-validnost-na-shoforskite-knizhki-na-horata-nad-65-g/	FlashNews	General
2025/07/03	Many decisions in a short time	Mention in media	https://www.senioren.se/nyheter/kort-mandatperiod-men-manga-beslut/	Senioren	Older People
2025/07/03	Victim Support Europe (VSE) Conference in Lisbon on victims of crime and their protection	Mention in media	https://24h.com.cy/o-dimos-antoniou-sto-synedrio-tou-victim-support-europe-vse-sti-lisavona-gia-ta-thymata-egklimaton-kai-tin-prostasia-tous/	24h.com.cy	General
2025/07/11	Whether on foot, by car or by train: How to best overcome mobility hurdles in old age	Mention in media	https://www.rnd.de/mobilitaet/mobilitaet-im-alter-altersarmut-schraenkt-beweglichkeit-fuer-senioren-ein-Q72RVDAYFNH53FPZH7P2P4SMRQ.html	RND	General
2025/07/14	The ANP-CIA national assembly will be held in Bologna. Key topics: social and health services and active ageing.	Mention in media	https://sestopotere.com/a-bologna-lassemblea-nazionale-anp-cia-temi-centrali-servizi-socio-sanitari-e-invecchiamento-attivo/	Sestopotere	General
2025/07/15	AccessibleEU will train stakeholders on how to implement the European Accessibility Act during Accessibility Week in Brussels	Mention in media	https://www.bta.bg/bg/news/bulgaria/oficial-messages/national/910110-accessibleeu-shte-obuchava-zainteresovanite-strani-kak-da-prilagat-evropeyskiya-	RTA - Belgian Telegraph Agency	General
2025/07/18	The Cyprus Ageing Observatory participated in the AGE Platform Europe Annual Conference	Mention in media	https://www.offsite.com.cy/eidiseis/koinonia/paratiritirio-tritis-ilikias-kyproy-symmeteihe-sto-etisio-synedrio-age-platform	Offsite News	General
2025/07/20	The 3rd Age Observatory participates in the AGE Platform Europe Conference in Leuven	Mention in media	https://limassoltoday.com.cy/eidiseis/to-paratiritirio-3is-ilikias-symmetechei/	Limassol Today	General
2025/07/22	Don't Back Down on Diversity: Europe Renews Its Commitment to Inclusion	Mention in media	https://www.nonsoloambiente.it/2025/07/22/non-arretrare-sulla-diversita-leuropa-rilancia-limpegno-per-linclusione/	Non Solo Ambiente	Sustentability
2025/07/25	First country to set age limit after which driving will no longer be allowed: They want to improve safety	Mention in media	https://www.mirovina.hr/novosti/prva-zemlja-postavila-dobnu-granicu-nakon-koje-se-vise-nece-smjeti-voziti-zele-poboljsati-sigurnost/	Mirovina	Generalist
2025/07/28	Dream job break 50+	Mention in media	https://www.diepresse.com/19843335/traumjobzaesur-50	Die Presse	General
2025/07/29	Digital driver's licenses will affect older drivers the most: Who needs to take a new test?	Mention in media	https://tuzlainfo.ba/index.php/clanci/sa-svih-strana/item/275236-digitalne-vozacke-dozvole-najvise-ce-uticati-na-starije-	Tuzlainfo.ba	General

			vozace-ko-sve-mora-na-novu-provjeru/		
2025/08/09	The exiles of the digital world - "Headache" deposits, payments, withdrawals	Mention in media	https://www.dnews.gr/eidhseis/ellada/540346/oi-eksoristoi-tou-psifiakoy-kosmou-ponokefalos-katatheseis-pliromes-analipseis	DNews	General
2025/08/29	Danish daily Kristeligt Dagblad by journalist Birthe Pedersen - interview on pension poverty: why is it growing, what are the solutions.	Interview/Articles	Waiting for more details		
2025/09/03	Revision of driving license regulations. Yes to road safety, no to discrimination against older people	Mention in media	https://www.anap.it/notizia/rinnovo-patente-per-anziani-ipotesi-governo-nuove-regole/	Anap Confartigianato	Generalist
2025/09/16	The 'Live longer, live better' Forum returns to Avilés to discuss the rights of older people	Mention in media	https://www.65ymas.com/sociedad/foro-vivir-mas-mejor-vuelve-aviles-debatir-sobre-derechos-mayores_74742_102.html	65ymas News	Generalist
2025/09/30	AGE presents its EU Action Plan to Combat Ageism on the occasion of International Day of Older Persons	Mention in media	https://entremayores.es/internacional/age-presenta-su-plan-de-accion-de-la-ue-para-combatir-el-edadismo-con-motivo-del-dia-internacional-de-los-mayores/	EM - EntreMayores	Generalist
2025/10/02	The challenge of eliminating institutional ageism through legislation	Mention in media	https://www.elcomercio.es/aviles/reto-eliminar-leyes-edadismo-institucional-20251002230145-nt_amp.html	La Voz de Avilés	General
2025/10/07	The 14th ANP-CIA Interregional Pensioners' Festival in L'Aquila was a huge success.	Mention in media	https://www.laquilablog.it/grande-successo-per-la-xiv-festa-interregionale-del-pensionato-anp-cia-allaquila/	L'Aquila Blog	General
2025/10/07	L'Aquila, 500 retirees from seven regions attended the 14th ANP-CIA Festival. The next edition will be held in Molise.	Mention in media	https://www.ilpomeriggio.it/economia/laquila-500-pensionati-da-7-regioni-alla-xiv-festa-anp-cia-prossima-edizione-in-molise/#	il Pomeriggio	General
2025/10/09	The macroeconomic challenges of ageing, EU immigration policies and pension spending	Mention in media	https://sixactualites.fr/retraites/les-enjeux-macroeconomiques-du-vieillissement-des-politiques-dimmigration-de-lue-et-des-depenses-en-pensions/68593/	Sixactualités	General
2025/10/14	Romania, an increasingly aging country with socially invisible seniors. Only 6.6% of those over 65 have followed a training course	Mention in media	https://adevarul.ro/stiri-interne/societate/romania-o-tara-tot-mai-batrana-cu-seniori-2478916.html	Adevărul	General
2025/10/15	“Young people need to learn that it’s normal to ask your neighbor how they are.”	Mention in media	https://www.lavanguardia.com/vida/20251015/11158558/jovenes-han-aprender-normal-preguntar-vecino-como-esta.html	La Vanguardia	General
2025/10/15	A new career for Romanian retirees. The job for which seniors over 65 are in high demand	Mention in media	https://www.capital.ro/o-noua-cariera-pentru-pensionarii-romani-postul-pentru-care-varstnicii-trecuti-de-65-de-ani-sunt-la-mare-cautare.html	Capital	General

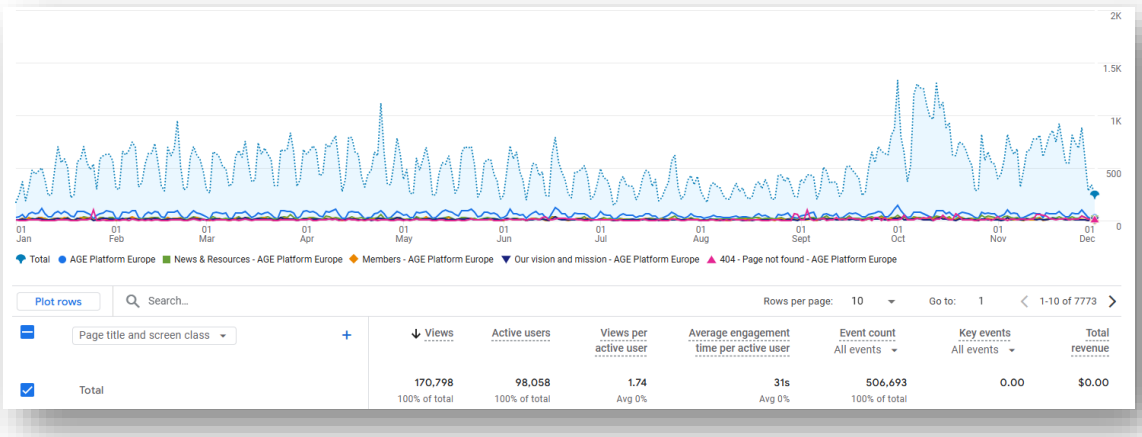
2025/10/17	Romania's pensioners return to work. Jobs available for those over 65	Mention in media	https://www.puterea.ro/pensionarii-romaniei-revin-in-campul-muncii-job-disponibil-pentru-cei-trecuti-de-65-de-ani/	Puterea	General
2025/10/17	Discriminatory driving license law approved: new "driving tests" are coming | Older drivers will all have to take them	Mention in media	https://www.vehiclecue.it/2025/10/17/patente-approvata-la-legge-discriminatoria-arrivano-i-nuovi-test-di-guida-gli-automobilisti-piu-anziani-dovranno-farlo-tutti/	vehiclecue	Auto & Moto portal
2025/10/22	South Aegean: The demographic picture, social indicators and cohesion policies	Mention in media	https://www.dimokratiki.gr/22-10-2025/notio-egeo-i-dimografiki-ikona-i-kinoniki-diktes-ke-i-politikes-synochis/	dimokratiki	General

3. Prints of relevant proofs

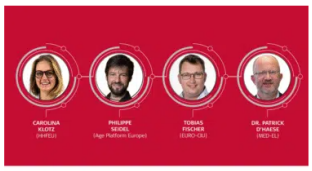
Website







Upcoming Events



HEARING HEALTH FORUM EU

Thursday, 27 November 2025
10:30 - 11:30 (CET) Online

BEYOND AGEING: A EUROPEAN HEARING HEALTH AGENDA FOR INCLUSION AND ECONOMIC PARTICIPATION

Join this EU Health Policy Platform webinar, co-organised with Hearing Health Forum EU, to explore...

bagso

Tuesday, 2 December 2025
14.30 to 16.30 (CET) Online

RIGHTS-BASED POLICY PRIORITIES FOR AGEING SOCIETIES IN THE UNECE REGION – BY BAGSO

What policy areas and topics need more attention in regional efforts to build societies for...

EQUINET
European Network of Equality Bodies

Wednesday, 3 December 2025
10h00 - 16:00 (CET) Online

EQUINET: EQUALITY IN (CLIMATE) CRISIS

The conference "Equality in (Climate) Crisis: Equality Bodies addressing the impact of climate change on...

News & Resources

Some key documents

- Short guide on non stereotypical communication
- What is a rights-based approach to ageing?
- AGE Strategy 2022-2025
- AGE Annual Report 2024
- AGE Barometer

Type to search

Categories None

Topics None

Tags None



LATEST NEWS
26 November 2025

LAUNCH OF AGE BAROMETER 2025

Explore how digitalisation, the green transition, and persistent labour shortages affect older workers, and discover inspiring practices that make labour markets more inclusive and age-friendly.



LATEST NEWS
20 November 2025

TIME TO CHOOSE EQUALITY: NEW STUDY DEMONSTRATES VALUE OF HORIZONTAL EQUAL TREATMENT DIRECTIVE

Discover the European Parliament's study on the impact of the proposed EU horizontal directive on equal treatment beyond employment, including age as a protected ground.



LATEST NEWS, GOOD PRACTICE
19 November 2025

JONG EN OUD IN GENT: UNITING THE GENERATIONS IN GHENT

Across the city, people of all generations are gathering to take part in projects where they can work together, dance, cook, debate, and communicate their...

Members news

MEMBERS NEWS, AGE IN THE NEWS
4 November 2025

OLDER PEOPLE HAVE A CENTRAL ROLE IN SOCIETY – GOD TID – SPF NEWSPAPER

Read the article by Filip Hamro-Drotz from our Finnish member SPF....



MEMBERS NEWS
4 November 2025

OLDER VOICES FOR FAIRNESS – WORKSHOPS IN IRELAND BY ACTIVE RETIREMENT IRELAND

Our AGE member Active Retirement Ireland held 3 Communicating Europe Initiative 2025 workshops....



MEMBERS NEWS
4 November 2025

AI FOR HEALTHY AGEING – A PROJECT OF AGE MEMBER BAGSO

Discover the key takeaways from the project that provides older people with insights into and access to AI technologies....

AGEING IS LIVING: HOW TO RESHAPE HEALTH SYSTEMS – KEY INSIGHTS FROM AGE PRESIDENT AT WHO EUROPE SESSION

4 February 2025



Our President, Dr. Heidrun Mollenkopf, was one of the speakers at WHO Europe's session on ageing, which was part of a series of hearings contributing to the development of the second European Programme of Work, 2025–2030, ensuring that it addresses key health challenges and promotes equity and resilience.

This session brought together Member States, partners, and civil society representatives to explore how Europe's demographic shifts, including population ageing and changing urban–rural dynamics, are reshaping health systems, identify strategic reforms, and promote meaningful participation to guide policies well beyond 2030.

> *"We need to consider the diversity of ageing and old age, recognise older people's experiences and life achievements, appreciate their many contributions to the functioning and cohesion of society, and dismantle all forms of ageism and age discrimination, especially in the health and care systems."*
>
> **Heidrun Mollenkopf, President of AGE Platform Europe**

DIGITAL INCLUSION: LAUNCH OF THE "WHY CHOICE MATTERS" REPORT

7 February 2025





AGE recently participated in an event at the European Parliament to launch the "Why Choice Matters" report, part of the Keep Me Posted Campaign, in which we are proud to be a partner. This report highlights the importance of allowing people of all ages to choose how they receive essential communications – such as bank statements, government mail or invoices – by keeping paper-based options available.







WHAT IF OLDER WOMEN ENJOYED EQUAL RIGHTS?

4 March 2025



Imagine a Europe where women would be equal to men.

A Europe where women would no longer face multiple barriers throughout their lives. A Europe where women would have equal opportunities for education and work and receive equal pay for equal work. A Europe where women of all ages would be socially, economically and politically empowered…

How would a Europe look like for older women if there were policies designed to better support and empower them, to guarantee their full representation and integration into society?



Gender Equality in the Labour Market would be a reality

UN CONVENTION: HISTORIC MILESTONE FOR THE RIGHTS OF OLDER PERSONS

3 April 2025





UN sets up working group to draft a new human rights convention

We welcome the decision of the UN Human Rights Council to set up an intergovernmental working group to prepare a draft UN convention on the human rights of older persons.

This resolution represents a decisive step towards the adoption of a much-needed legally binding international treaty that strengthens and protects the rights of older persons worldwide. AGE, alongside hundreds of non-governmental organisations worldwide, have been campaigning for a convention to guarantee human rights in old age for many years.

A UN convention on the human rights of older persons would help to close existing protection gaps by obliging states worldwide to take concrete measures.

Press Release

AGE ANNUAL CONFERENCE 2025: INTERGENERATIONAL SOLIDARITY IN EUROPE

1 April 2025

Past event



© Art Credits: Magda Castria / OHCHR

AGE Annual Conference 2025: Intergenerational Solidarity in Europe

Event held on 17 June 2025 | 9:00 – 13:00 (CET) | Hybrid – Online and Leuven (Belgium)

Fostering dialogue and cooperation between different age groups is crucial to combat ageism and age discrimination, promote social cohesion, enhance awareness of experiences, perspectives and challenges shared among different generations.

This is why we decided to dedicate our Annual Conference on *Intergenerational Solidarity in Europe – Multistakeholder Dialogue*. It took place on 17 June 2025 from 09:00 to 13:00 (CET Time).

CAN AI TRULY SERVE EVERYONE REGARDLESS OF AGE?

23 June 2025



That is the question a select group of European leaders from policy, industry, academia, and civil society have addressed during the multi-stakeholder event "Harnessing Artificial Intelligence for All Ages: Addressing Ageism", held in Brussels on 15 May 2025.



Artificial Intelligence has become a transformative force across many sectors, from healthcare and finance to social services and entertainment. This technology offers immense potential to address pressing societal challenges, improve quality of life, and foster economic growth. However, as AI systems increasingly shape decision-making processes, there is growing concern that these technologies may reinforce bias and discrimination, including ageism.

AGE GENERAL ASSEMBLY 2025: SHAPING THE FUTURE FOR ALL AGES

11 July 2025



The AGE General Assembly 2025 was held in Leuven, Belgium, from 16 to 18 June, bringing together members for three days of strategic discussion, collaboration, and forward planning.

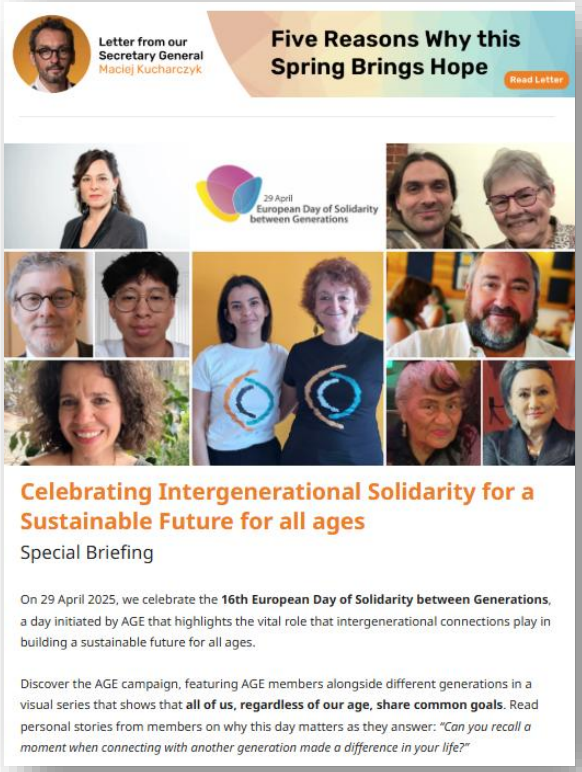
This gathering included our AGE Annual Conference 2025 on *Intergenerational Solidarity in Europe*, which brought together over 80 stakeholders online, alongside our members – representing around 60 national organisations – who attended in person. In addition to the conference, our **General Assembly provided a vital platform to reflect on AGE's recent activities and next steps**:

- **Upcoming EU Intergenerational Fairness Strategy**
  We are working with our members to ensure that the realities of older people's lives are well represented and valued equally alongside those of younger people. To support this, we are calling for an EU Action Plan on Ageism to be included in the new strategy.

Newsletter


CoverAGE Newsletter
The Voice of Older People in Europe
AGE PLATFORM Europe
March 2025
What if Older Women Enjoyed Equal Rights?
Special Briefing
Imagine a Europe where women of all ages would be equal to men.
This may seem like a distant dream, but it can become a reality through concrete policies implemented by the EU.
Discover how in our Special Briefing dedicated to celebrating International Women's Day this March.
Read more


Special CoverAGE - April 2025
ADOPTED
Historic Win for Older Persons' Rights
UN to draft a new convention on the rights of older persons
On 3 April 2025, the UN Human Rights Council adopted by consensus a decision to set up a working group to start drafting a UN Convention on the human rights of older persons – a historic milestone following years of advocacy by AGE, older persons, civil society, and other advocates around the world.
Do you want to understand what this historic decision means?
This Special Edition of CoverAGE gives you clear answers to key 4 questions:
1. What is a UN Convention and why does it matter?
2. What is the historical context behind this decision?
3. What are the next steps?
4. How can you get involved?


Letter from our Secretary General
Maciej Kucharczyk
Five Reasons Why this Spring Brings Hope
Read Letter
29 April
European Day of Solidarity between Generations
Celebrating Intergenerational Solidarity for a Sustainable Future for all ages
Special Briefing
On 29 April 2025, we celebrate the 16th European Day of Solidarity between Generations, a day initiated by AGE that highlights the vital role that intergenerational connections play in building a sustainable future for all ages.
Discover the AGE campaign, featuring AGE members alongside different generations in a visual series that shows that all of us, regardless of our age, share common goals. Read personal stories from members on why this day matters as they answer: "Can you recall a moment when connecting with another generation made a difference in your life?"


Member News
SEMAINE DE L'INTERGÉNÉRATION
DU 23 AU 29 AVRIL
Intergenerational Week 2025 by Entr'âges: Building Bridges Between Generations
Entr'âges, a Belgian member of AGE, is organising the Intergenerational Week to celebrate the EU Day of Solidarity Between Generations.
> Read more
Tribute to Viola Lāzo
Our Network extends its heartfelt condolences to the family of our dear colleague, Viola Lāzo, from the Latvian Pensioners' Federation. Dear Viola, you will be deeply missed and always remembered. Rest in peace.
> Read more
Active Retirement Ireland Represents AGE at Global Intergenerational Week
Alison Bough represented both Active Retirement Ireland and AGE Platform Europe, contributing to important discussions on intergenerational fairness and lifelong learning.
> Read more
Respect Seniors Promotes Intergenerational Solidarity in Belgium
These intergenerational initiatives aim to foster meaningful connections between young and older people, dismantle stereotypes, and promote a society where every generation is valued.
> Read more
Connecting Generations: ANCeSCAO A.P.S. Builds Solidarity Across Ages
Our Italian member ANCeSCAO A.P.S. carries out many intergenerational activities throughout the year in different cities across Italy.
> Read more

May 2025



AGE Annual Conference 2025

Join us to talk about Intergenerational Solidarity in Europe

Our Annual Conference on *Intergenerational Solidarity in Europe – Multistakeholder Dialogue* will be streamed live online on **Tuesday 17 June** from **09:00 to 13:00** (CET Time).

This year's conference is part of AGE's efforts to feed into the future **EU Strategy on Intergenerational Fairness** - one of our core advocacy priorities for 2025.

What to Expect

- Keynote speech by the Cabinet representing Glen Micallef, the Commissioner for Intergenerational Fairness, Youth, Culture and Sports
- Engaging panel discussions with EU stakeholders and civil society exploring how intergenerational solidarity can be a way to combat ageism.
- Testimonies of older and younger persons highlighting lived experiences across key policy areas.
- Interactive Q&A sessions to ensure your voices are heard.

Don't miss out!

Special Edition

International Day of Older Persons - 1 October 2025



It's the International Day of Older Persons!

Today we launch our ***Proposal for an EU Action Plan to Combat Ageism***. Grounded in human rights, equality, and solidarity between generations, it would provide the backbone of the future EU Strategy on Intergenerational Fairness.

Join us in celebrating ageing and discover the actions we are taking together with our members.

Stand with us against ageism! Read the proposal, share it, and urge the EU to commit to advancing **equality at all ages**.

October 2025



Letter from our Secretary General
Maciej Kucharczyk

"Together, we are making a difference so that everyone, regardless of age, can flourish"

Read Letter

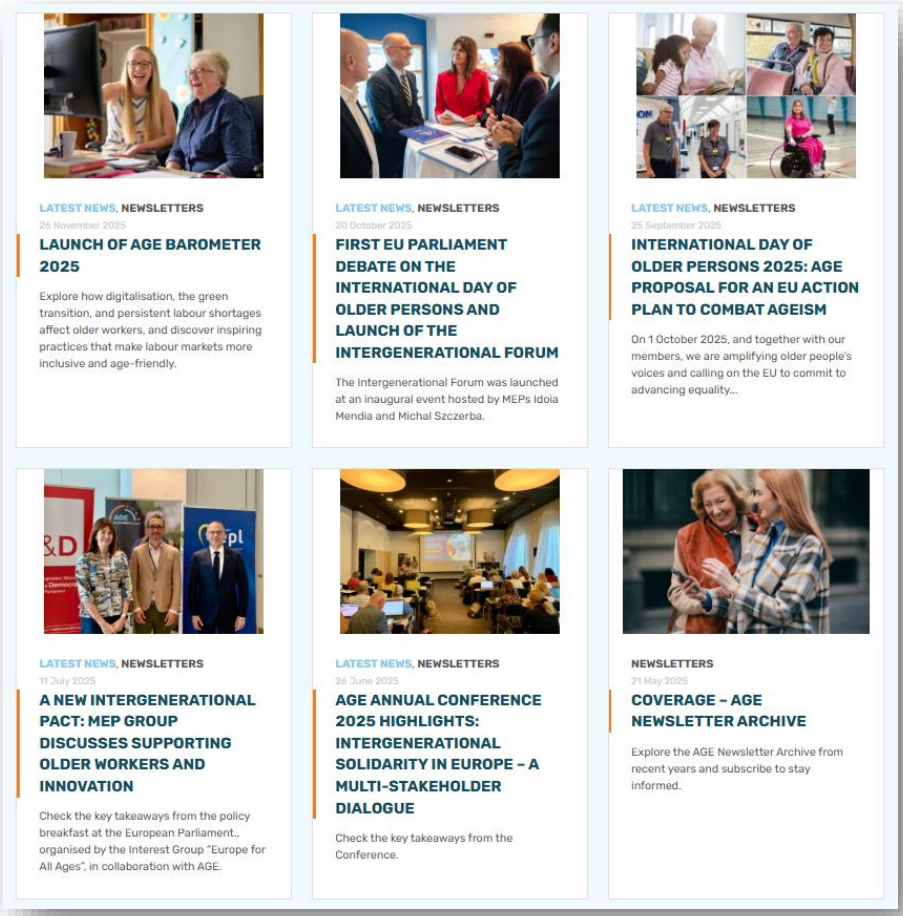


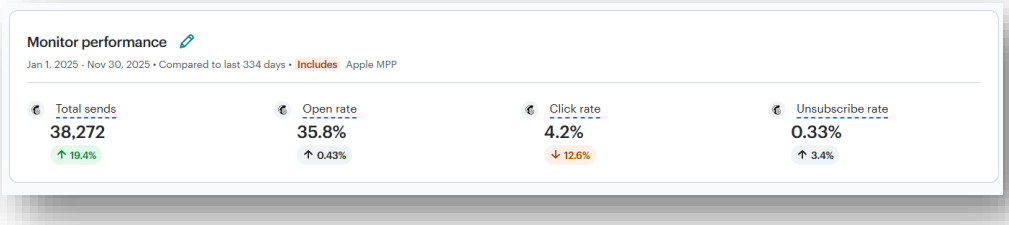
Launch of the Intergenerational Forum

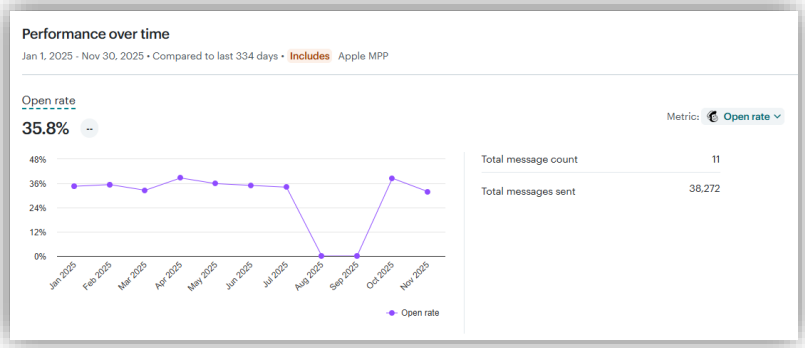
And the First-Ever European Parliament Debate on the International Day of Older Persons

The European Parliament has put the critical issues faced by an ageing population, and the need for intergenerational fairness within the European Union, on its agenda. This was marked by the **first-ever plenary debate** on the International Day of Older Persons, followed by the launch of the European Parliament's **Intergenerational Forum**, supported by AGE.

Discover the key takeaways from both initiatives.


LATEST NEWS, NEWSLETTERS
26 November 2025
LAUNCH OF AGE BAROMETER 2025
Explore how digitalisation, the green transition, and persistent labour shortages affect older workers, and discover inspiring practices that make labour markets more inclusive and age-friendly.
LATEST NEWS, NEWSLETTERS
20 October 2025
FIRST EU PARLIAMENT DEBATE ON THE INTERNATIONAL DAY OF OLDER PERSONS AND LAUNCH OF THE INTERGENERATIONAL FORUM
The Intergenerational Forum was launched at an inaugural event hosted by MEPs Idoia Mendia and Michal Szczerba.
LATEST NEWS, NEWSLETTERS
25 September 2025
INTERNATIONAL DAY OF OLDER PERSONS 2025: AGE PROPOSAL FOR AN EU ACTION PLAN TO COMBAT AGEISM
On 1 October 2025, and together with our members, we are amplifying older people's voices and calling on the EU to commit to advancing equality...
LATEST NEWS, NEWSLETTERS
11 July 2025
A NEW INTERGENERATIONAL PACT: MEP GROUP DISCUSSES SUPPORTING OLDER WORKERS AND INNOVATION
Check the key takeaways from the policy breakfast at the European Parliament., organised by the Interest Group "Europe for All Ages", in collaboration with AGE.
LATEST NEWS, NEWSLETTERS
26 June 2025
AGE ANNUAL CONFERENCE 2025 HIGHLIGHTS: INTERGENERATIONAL SOLIDARITY IN EUROPE – A MULTI-STAKEHOLDER DIALOGUE
Check the key takeaways from the Conference.
NEWSLETTERS
21 May 2025
COVERAGE – AGE NEWSLETTER ARCHIVE
Explore the AGE Newsletter Archive from recent years and subscribe to stay informed.


Monitor performance
Jan 1, 2025 - Nov 30, 2025 • Compared to last 334 days • Includes Apple MPP
Total sends
38,272
↑ 19.4%
Open rate
35.8%
↑ 0.43%
Click rate
4.2%
↓ 12.6%
Unsubscribe rate
0.33%
↑ 3.4%


Performance over time
Jan 1, 2025 - Nov 30, 2025 • Compared to last 334 days • Includes Apple MPP
Open rate
35.8%
Metric: Open rate
48%
36%
24%
12%
0%
Jan 2025
Feb 2025
Mar 2025
Apr 2025
May 2025
Jun 2025
Jul 2025
Aug 2025
Sep 2025
Oct 2025
Nov 2025
Open rate
Total message count 11
Total messages sent 38,272

Newsflashes



NEWSFLASH | March 25

Act Now: Defend the Horizontal Equal Treatment Directive

Dear AGE members,

Thank you to those who attended our recent webinar on the European Commission's decision to withdraw the Horizontal Equal Treatment Directive. You can access the notes here to learn more about the context, the EP rapporteur's response, and what's at stake for older people in Europe.

The Commission's move undermines 17 years of work toward stronger EU anti-discrimination protections. **But we can still act to push for a reversal.**

We have developed a clear **Action Plan** with steps that AGE members and AGE can take together at national and EU level — including contacting your governments, MEPs, and Permanent Representations, and supporting a public petition.

Download the Action Plan here



NEWSFLASH | April 17

Barometer 2025: Your Input is Crucial!

Dear AGE members,

We are currently preparing the next edition of the **AGE Barometer**, to be released in **autumn 2025**! Following up on the 2023 focus on employment, this year's Barometer will explore how **labour shortages**, **digital and green transition** are shaping the labour market across Europe.

🔍 It will assess the sustainability and quality of working life in this changing context and **highlight the key role of older workers in navigating these transitions.**

➡️ Your contributions are essential!

By completing the questionnaire, you help shape a **powerful advocacy tool to promote inclusive employment policies** that leave no one behind—regardless of age.

🗓️ **Deadline to submit your input: 23 May 2025**

📩 How to contribute:

📝 Download the questionnaire
📘 Download the guide to answer



NEWSFLASH | April 29

Contribute to the EU's Intergenerational Fairness Strategy!

Dear AGE members,

Happy EU Day of Solidarity Between Generations!

Initiated by AGE in 2009, this day celebrates the vital role of intergenerational connections in building a sustainable future for all ages.

Join us in celebrating by taking part in the following initiatives:

🛍️ Contribute to the EU Strategy on Intergenerational Fairness

Have your say and have an impact on policy

Get involved

NEWSFLASH | For AGE Members Only

23 October 2025

Read this e-mail in your language: click "View this email in your browser" (top of this e-mail). When the page opens, select "Translate" in the top right corner.

Last chance to contribute to the consultation on the EU Intergenerational Fairness Strategy

Dear members,

The European Commission is finalising its consultation on the EU Intergenerational Fairness Strategy. This is the last opportunity to make older people's voices heard and to promote our shared messages at EU level. Let us use this crucial moment to call for a strong EU Action Plan to Combat Ageism.

What to do:

Submit your contribution on behalf of your organisation via the online platform

- Use the AGE Toolkit for step-by-step guidance on how to connect to the European Commission's platform (a precondition for submitting your written contribution).
- Call for an EU Action Plan to Combat Ageism in your message.
- Attach our EU Action Plan to Combat Ageism to your submission.
- Adapt your contribution to reflect your national context.

Contribute to consultation on Intergenerational Fairness Strategy

🎯 **Deadline is 11 November 2025. Do not miss it!**

NEWSFLASH | 8 July 2025

Follow-up from the General Assembly and Annual Conference of AGE



Dear Members,

Thank you to everyone who took part in our 2025 General Assembly and **Annual Conference** in Leuven.

Your questions, comments, and active participation in the plenary sessions, breakout rooms, and throughout the conference were key to shaping the work ahead and contributed greatly to the success of the two events.

NEWSFLASH | For AGE Members Only

25 November 2025

Reminder
Want to learn more about age-friendly cities and communities?
Join us for a webinar on 12 December!

This webinar will feature **Thiago Hérick de Sá**, Technical Officer at the **World Health Organization**. He will tell you all you need to know about the Global Network of Age-friendly Cities and Communities which gathers more than 1,700 cities across the world, including why it matters to advocate for age-friendly environments at local level.
We will make sure to have a questions and answers timeslot after Thiago's presentation.
Friday 12 December 2025, from 11:00 to 12:15 am (CET, Brussels time)
The webinar will be hosted on Zoom.

What to do:
Register for the webinar and join us online on the 12th of December!

Registration to the age-friendly cities webinar

This webinar is open to all AGE members, do not hesitate to share this invitation within your organisation.

Social Media









Reposted by you

European Parliament Intergenerational Forum @intergroupage.b... · 8mo

A secure and fair Europe for all generations: we are kicking off the work of the interest group #Europe4AllGenerations tondiscuss the Intergenerational Fairness Strategy and the many policies needed to enable the potential of #ageing



1 1 1

AGE Platform Europe @ageplatformeu.bsky.social · 8mo

🆕 Our Mar'25 newsletter is here! ➡️ bit.ly/4iZVugQ

Highlights:

- What if Older Women Enjoyed Equal Rights?
- Launch of the New Interest Group
- UN Convention: Latest news

📖 See more highlights in the full newsletter

#AGEPlataformEurope #CoverAGE



1 1 2

AGE Platform Europe @ageplatformeu.bsky.social · 7mo

Angel Yague Criado from CEOMA and @ageplatformeu.bsky.social presents AFC-Toolkit project which proposes the Reference Professional for Inclusive Ageing in Age-Friendly Cities, empowering communities to create more inclusive, age-friendly environments. 🌎 👵 👴

#InclusiveAging #AgeFriendlyCities



1 2

AGE Platform Europe @ageplatformeu.bsky.social · 7mo

Ferda Ataman, Federal Commissioner for Anti-Discrimination explains that 45 % of people in Germany report that they have been discriminated against because of their age. It's time that Article 3 of the German Basic Law also protects against #AgeDiscrimination #AgeingEqual



1

AGE Platform Europe @ageplatformeu.bsky.social · 7mo

UN Convention Explained: 4 Key Questions Answered 📜
Want to understand what this historic decision means? 🤔

This article gives you clear answers to 4 key questions about the UN Convention on the Rights of #OlderPersons.

👉 Read the article: bit.ly/43llHw9

#AWorldforAllAges #AgeEquality



AGE Platform Europe @ageplatformeu.bsky.social · 6mo

📢 Contribute to the EU's Intergenerational Fairness Strategy and help shape a society for all ages!

Get involved:
✅ Endorse AGE's proposal for an EU Action Plan to Combat Ageism: bit.ly/3EV21ek
✅ Share your contributions: bit.ly/3YvNkVR

Together, we can ensure everyone ages with rights! 🎂🗣️



1

AGE Platform Europe
4,771 followers
7mo • Edited •

Historic Win for Older Persons' Rights! 🎉👏👴
The UN Human Rights Council has agreed by consensus to create a **working group to draft a UN convention protecting older persons' rights**. This is a major ...more



191 12 comments · 40 reposts

AGE Platform Europe
4,771 followers
7mo •

"Can you recall a moment when connecting with another generation made a difference in your life?" 👏👴 ...more



44 1 comment · 9 reposts

AGE Platform Europe
4,771 followers
7mo •

🎉 Let's celebrate Solidarity Between Generations! 👴👵🤝
#UnitingGenerations | This year, our visual series brings AGE members and different generations together, showing that, regardless of age, we share the same ...more



46 1 comment • 9 reposts

AGE Platform Europe
4,771 followers
6mo •

Happy EU Day of Solidarity Between Generations! 🤝👵👴
To mark this day, Commissioner Glenn Micallef - the EU's first-ever Commissioner for Intergenerational Fairness, Youth, Culture and Sport - shares a special ...more



Auto captions have been added to your video
Edit captions

30 8 reposts

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6mo •

🗓️ Save the date for the **AGE Annual Conference 2025: Intergenerational Solidarity in Europe**! 👴👵 ...more



89 19 reposts

AGE Platform Europe
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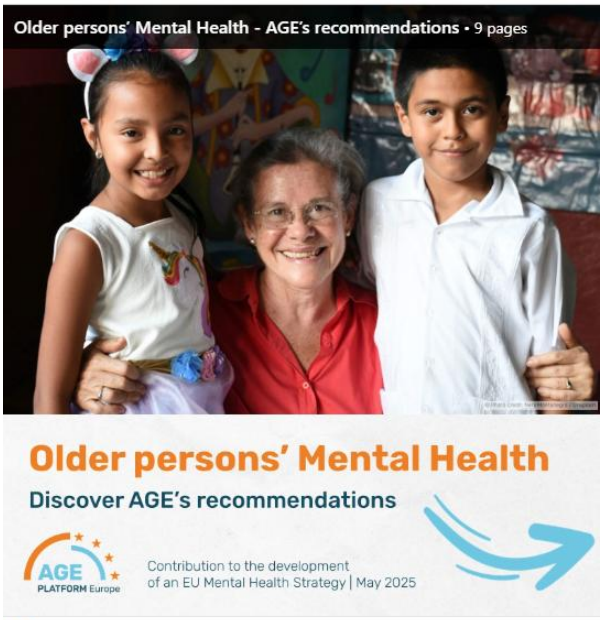
🍂 Discover "**Five Reasons Why this Spring Brings Hope**", as featured in the Spring Letter 2025 by Maciej J. Kucharczyk, AGE Secretary General. ⬇️⬇️⬇️ ...more



24 2 comments • 4 reposts

AGE Platform Europe
4,771 followers
5mo • Edited •

Did you know that, worldwide, 14% of people aged 60+ experienced mental health issues in 2019? ...more



21 3 comments · 1 repost

AGE Platform Europe
4,771 followers
5mo • Edited •

The second panel of #AGEConf25 will focus on intergenerational solidarity as a powerful response to combat ageism. ...more



19 4 reposts

AGE Platform Europe
4,771 followers
5mo •

Age Discrimination in Europe: Explore the report and recommendations from the policy roundtable hosted by AGE, European Network of National Human Rights Institutions - ENNHRI, and Equinet, European Network of Equality Bodies. ...more



53 9 reposts

AGE Platform Europe
4,771 followers
5mo •

We now conclude the AGE Annual Conference 2025!
In a context of celebration – where people are living longer and healthier lives across the EU – our Conference raised the voices of different generations. ...more



57 2 comments · 3 reposts

AGE Platform Europe
4,771 followers
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Maciej J. Kucharczyk | Secretary General of AGE Platform Europe
"To achieve age equality, we need an EU Action Plan to Combat Ageism. The plan should be an integral part of the upcoming EU's Strategy on ...more



24 3 comments · 3 reposts

AGE Platform Europe
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In celebration of the **International Day of Older Persons**, EU Commissioner Hadja Lahbib (Equality, Preparedness and Crisis Management) shared a special message recognising the potential and contributions of older people as the ...more



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Today is the **International Day of Older Persons**!

To mark the day, we are launching our **Proposal for an EU Action Plan to** ...more



Maciej J. Kucharczyk and 85 others 3 comments · 29 reposts

AGE Platform Europe
4,771 followers
4mo •

Our **AGE General Assembly 2025** took place in Leuven (Belgium) from 16 to 18 June!
Explore our photo gallery for highlights ...more



73 1 comment · 4 reposts

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✅ We've wrapped up the #AgeingisLiving Strategy Workshop at WHO Regional Office for Europe in Copenhagen! ...more



Maciej J. Kucharczyk and 105 others — 4 comments · 10 reposts

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1mo •

🆕 The new **European Parliament Intergenerational Forum** has officially been launched! ...more



Maciej J. Kucharczyk and 104 others — 3 comments · 11 reposts

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🆕 **AGE Proposal for an EU Action Plan to Combat Ageism**
Ageism remains one of the least addressed forms of inequality in the EU ...more



Philippe Seidel Leroy and 24 others — 1 comment · 4 reposts

AGE Platform Europe
4,771 followers
1d •

🆕 The **AGE Barometer 2025** on the Future of Work is out now!
How are **digitalisation**, the **green transition** and persistent **labour shortages** affecting older workers? ...more



Vera Hörmann and 20 others — 1 comment · 6 reposts

Uniting Generations: AGE Campaign Involves Members

For this year's campaign, we showcase AGE members joining forces with different generations in a visual campaign that highlights the importance of connecting across different age groups.
This demonstrates that people of all ages share common goals, such as:

- Quality and accessible healthcare
- Accessible housing
- Gender equality
- Combating ageism
- Plus much more!



- Barbara Salerno & Cristina Cortesi
  AGE Italian Member – Curopoli



- Jef & Mélery
  AGE Belgian Member – Entr'âges



- Pierre-Olivier Lefebvre & Anton Martin
  AGE French Member – Réseau Francophone des Villes Amies des Aînés (RFVAA)



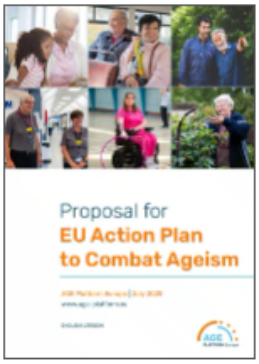
- Josefien Talakua-Nanlohy and her younger sister Christine Nanlohy
  AGE Member – Older Women's Network Europe

INTERNATIONAL DAY OF OLDER PERSONS 2025: AGE PROPOSAL FOR AN EU ACTION PLAN TO COMBAT AGEISM

25 September 2025



AGE is marking the *International Day of Older Persons* 2025, celebrated on 1 October, by launching its Proposal for an EU Action Plan to Combat Ageism.
Together with our members, we are amplifying older people's voices and calling on the EU to commit to advancing equality at all ages.



AGE Proposal for an EU Action Plan to Combat Ageism

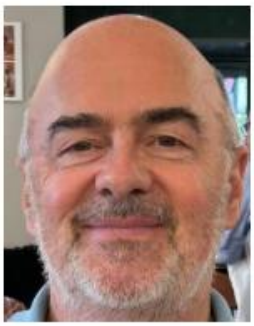
Discover AGE's 9 actionable, high-impact flagship initiatives aimed at ending ageism and embedding age equality across EU policy.

Read our Proposal (PDF)

Celebrating Ageing Together

AGE Campaign Involves Members and Policymakers

"If you had to choose one word to describe a world where old age is met with respect, not barriers, what would it be? And why?"



"SELF-RESPECT | And why? Respect for old age is self-respect. We might not change our gender, race, ethnicity, religious or political beliefs during our life, but surely one day we will all be old. Thus disrespecting older persons makes no sense. Nobody wants to be a victim of ageism/discrimination, regardless of his/her age: so everybody should respect older persons today, bearing in mind that he/she will get old tomorrow. Respect for old age should be taught in schools, as a mandatory part of education programs in EU Member States. It should be regarded an essential part of the general learning process."

Walter Deitinger, President, ATDAL Over 40

esu
european seniors' union

Read the full Statement

"PROGRESS | (...) Across Europe and beyond, older persons show every day that they are drivers of progress: 1) In families and neighbourhoods, offering presence, care, and support that combats loneliness and isolation.
2) • In schools, workplaces, and local communities, fostering intergenerational dialogue and cooperation that enriches everyone. 3) • At European and international level, raising their voices against ageism and for societies that are inclusive, just, and age-friendly. (...) At ESU, we believe older persons are experts by experience. Together, we bring lessons from the past, share perspectives for today, and build bridges toward a better tomorrow—for every generation. (....)"

European Seniors' Union



"INCLUSIVE | Why "inclusive"? 1) It overcomes age discrimination: Inclusivity means that every person, regardless of age, has a place in society, with equal dignity and access to opportunities. 2) It values experience: Older persons bring with them skills, historical memory, resilience and a unique perspective. An inclusive world not only respects them, but actively involves them. 3) It removes barriers: In an inclusive context, no barriers — physical or cultural — are created that prevent older persons from taking part in social, work or cultural life. 4) It encourages intergenerational dialogue: An inclusive world does not separate people by age, but promotes exchanges between generations, creating richer and more supportive communities."

Patrizia Murgia, ATDAL Over 40

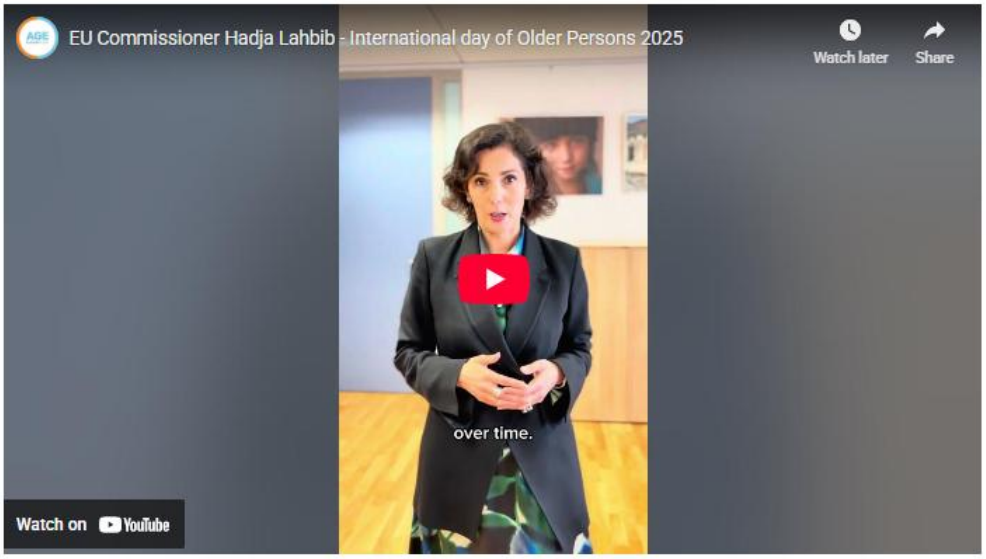


"MINDFULNESS | The Baby Boomer generation, recently renamed ex-Boomer, has had several decades to grow older so as to become part of the International Day of Older Persons. The above decades have been so rich in meaningful experiences that the memory and legacy of these experiences should not only be remembered, but above all seen as a source of inspiring thoughts and ideas. It follows that the various new generations, X-Y-Z, should look at the ex-Boomers, as older persons, with a deep sense of "mindfulness", so as to gain inspiration for a better future."

Carlo Geri, ATDAL Over 40

Videos

We asked the same question to policymakers and stakeholders and received contributions from:



EU Commissioner Hadja Lahbib
(Equality, Preparedness and Crisis Management)



Intergenerational Forum – European Parliament



What is the Intergenerational Forum?

The **European Parliament Intergenerational Forum** was launched in 2025, as part of the celebrations marking the International Day of Older Persons.

FIRST EU PARLIAMENT DEBATE ON THE INTERNATIONAL DAY OF OLDER PERSONS AND LAUNCH OF THE INTERGENERATIONAL FORUM

20 October 2025



On October 6th 2025, the European Parliament's Plenary assembly **debated, for the first time, the situation of older persons and intergenerational fairness**, thanks to an initiative by Ms Idoia Mendia (S&D, Spain), Member of the European Parliament and co-chair of the recently launched European Parliament Intergenerational Forum.

The following day, Members of the European Parliament, Idoia Mendia and Michal Szczbera, launched the European Parliament Intergenerational Forum as a place to debate and find solutions to transform the challenges linked to demographic changes into an opportunity for inclusive and participative societies.

What is the Intergenerational Forum?

It is a forum for all democratic, pro-European parties in the European Parliament to address ageing, longevity, healthy ageing, older persons' rights, social inclusion, and intergenerational solidarity, with the participation of AGE Platform Europe.

The group includes around **35 Members of the European Parliament** and welcomes new members.


17
June
2025
AGE
Annual Conference
Intergenerational
Solidarity in Europe
Multistakeholder Dialogue
Younger and older generations shaping the upcoming
EU Strategy on Intergenerational Fairness together
AGE
PLATFORM Europe
Register to Watch Online


17
June'25
9.15-13.00 (CET)
AGE
Annual Conference
1 MONTH
LEFT
AGE
PLATFORM Europe
Register to Watch Online


AGE ANNUAL CONFERENCE 2025
Intergenerational Solidarity in Europe
Multistakeholder Dialogue
AGE
PLATFORM Europe
MOIRA ALLAN
OLD'UP (Lead Europe), AGE member from France, and Co-founder and International Coordinator at Pass It On Network
JOHANNA SCHIMA
Vice President and Head EU Delegation, Make Mothers Matter
CAROLE GADET
Responsible for intergenerational projects in national education, COST European researcher, founder of Ensemble Demain
SABINE SPRINGER
Project Manager of Equality, Roma and Social Rights Unit, Fundamental Rights Agency
PIOTR NAKONIECZNY
Bonum Vitae, AGE member from Poland
Moderator
17 JUNE | 09:35-10:35 A.M CET
Addressing shared interests and challenges across generations


AGE ANNUAL CONFERENCE 2025
Intergenerational Solidarity in Europe
Multistakeholder Dialogue
AGE
PLATFORM Europe
ALICE LATTA
Entr'Ages, AGE member from Belgium
ARNSTEIN AASSVE
Professor in Demography, and leader of the FutuRes project
CLAIRE CHAMPEIX
Senior Policy Officer, Eurocarers
MEP IDOIA MENDIA
MEP MICHAŁ SZCZERBA
Video Message
MARIA PETKOVA
Vice President of AGE Platform Europe
Moderator
17 JUNE | 11:10-12:10 A.M CET
Intergenerational solidarity as a way to combat ageism

Barometer 2025

Older workers and the future of work: Navigating digitalisation, the green transition, and labour shortages



© David Tett / Centre for Ageing Better

Context and purpose of the AGE Barometer 2025

Europe's labour markets are undergoing transformations. **Labour shortages, the accelerated digitalisation, and the green transition** are reshaping the way people work and the types of jobs available. At the same time, **demographic ageing** is changing the composition of the workforce itself, with older workers representing an increasingly vital share of Europe's human capital. These **overlapping trends** raise urgent questions about the sustainability and quality of working life, as well as about **how inclusive current and future labour market strategies are and will be**.

The **AGE Barometer 2025** ***"Older workers and the future of work: Navigating digitalisation, the green transition, and labour shortages"*** examine how these shifts are affecting older workers today, and how they may **shape opportunities and challenges** in the years to come.



Making Way for a UN Convention on the Human Rights of Older Persons

This is an historic victory for older persons' rights: the decision to create a working group to draft a UN Convention is a key milestone in improving legal protection of human rights in old age.



UN SETS UP WORKING GROUP TO DRAFT A NEW HUMAN RIGHTS CONVENTION

On 3 April 2025, the UN Human Rights Council adopted by consensus a decision to **set up a working group to start drafting a UN Convention on the human rights of older persons** – a historic milestone following years of advocacy by AGE Platform Europe, older persons, civil society, and other advocates around the world.

The working group tasked with drafting the UN Convention will be established soon.
We will collaborate with our members and civil society to ensure that the lived realities of old age are reflected in the proposed convention text.

Want to know what this historic milestone means?

This page will get you up to date with the latest news and give you all the information you need to get involved.

Summary

→ What is a UN Convention and why does it matter?
→ What is the historical context behind this decision?
→ What are the next steps?
→ How can older persons and their organisations be involved?
→ FAQ (Frequently Asked Questions)
→ Useful Links



01. What is a UN Convention and why does it matter?

A UN Convention is a legally binding treaty that sets out rules and standards for protecting human rights. A Convention on older persons' rights will close protection gaps by **obliging states worldwide to take concrete measures**.

It will help:

✓**Make age discrimination in all areas of life prohibited in the law**

✓**Promote dignity and autonomy**

✓**Ensure inclusion in decision-making**

✓**Change the paradigm on ageing**



03. What are the next steps?

The working group that will draft the UN Convention on the rights of older people is expected to meet twice a year in Geneva, in five-day hybrid sessions (if approved by the UN General Assembly), and the sessions will be webcast.

The first organisational session is expected to be held in February 2026.

"Every big change begins with a first step. It is now up to the international community to drive this process forward with determination. The European Union, as human rights champion, has a crucial role to play in ensuring that the Convention becomes a pioneering instrument for the protection of human rights of older people worldwide".

Dr Heidrun Mollenkopf
President of AGE Platform Europe and BAGSO Board Member

How is AGE making a difference



EU STEPS BACK ON EQUALITY PROTECTION: COMMISSION WITHDRAWS HORIZONTAL EQUAL TREATMENT DIRECTIVE

13 February 2025



AGE Platform Europe is deeply disappointed and concerned about the European Commission's decision to withdraw the proposal for the Horizontal Equal Treatment Directive. This action represents a significant step back in the fight against discrimination, including on the grounds of age, and the protection of older people's rights.

According to Annex IV (page 25) of the Commission's 2025 Work Programme, the proposed Horizontal Equal Treatment Directive, which would ensure equality for persons irrespective of religion or belief, disability, age or sexual orientation outside the field of employment, has been withdrawn with this brief explanation and without any forthcoming initiative that would replace the 2008 proposal:

> *No foreseeable agreement – the proposal is blocked and further progress is unlikely.*

Why is this important to all of us?

01 | Let's define the **Horizontal Equal Treatment Directive**:
This proposal was designed to establish an EU-wide minimum level of protection against discrimination based on religion or belief, disability, age, or sexual orientation in several areas of social life. It was meant to complement the current EU Employment Equality Directive, which prohibits discrimination in the workplace. However, this crucial proposal has been blocked by the Council of the European Union since 2008. **Now, after 17 years of stagnation, the Commission has withdrawn it.**

JOINT STATEMENT – EQUALITY BETRAYED: COMMISSION UNILATERALLY GIVES UP ON ANTI-DISCRIMINATION LAW

17 February 2025



European Civil Society condemns the European Commission's announcement to withdraw the proposed Directive on anti-discrimination as a betrayal of fundamental rights at a critical moment for democracy and equality in the EU.

On 12 February 2025, the Commission publicly announced its intention to withdraw the proposal for the Equal Treatment Directive. This legislative measure aims to close legal gaps in EU anti-discrimination law. The EU Charter of Fundamental Rights and EU Treaties prohibit discrimination based on gender, racial or ethnic origin, religion or belief, disability, age, and sexual orientation. However, existing EU anti-discrimination legislation results in a hierarchy of protection where some forms of discrimination are more comprehensively addressed than others. **The Equal Treatment Directive sought to harmonise these protections, ensuring a horizontal approach to equality.**

This week's decision severely undermines the EU's commitment to building a Union of Equality at a time when marginalised communities require greater protection than ever. The withdrawal of the proposed Directive leaves a glaring gap in EU law, failing to protect young people, older persons, LGBTIQ+ persons, persons with disabilities or those facing discrimination based on religion or belief when accessing goods and services, housing, healthcare, social protection or education. It also does not sufficiently protect individuals who experience discrimination on the basis of race or ethnic origin and sex/gender in combination with these grounds.

UN CONVENTION: HISTORIC MILESTONE FOR THE RIGHTS OF OLDER PERSONS

3 April 2025





UN sets up working group to draft a new human rights convention

We welcome the decision of the UN Human Rights Council to set up an intergovernmental working group to prepare a draft UN convention on the human rights of older persons.

This resolution represents a decisive step towards the adoption of a much-needed legally binding international treaty that strengthens and protects the rights of older persons worldwide. AGE, alongside hundreds of non-governmental organisations worldwide, have been campaigning for a convention to guarantee human rights in old age for many years.

A UN convention on the human rights of older persons would help to close existing protection gaps by obliging states worldwide to take concrete measures.

Press Release

Media

"WE ACCEPT RIGHTS VIOLATIONS IN OLD AGE THAT WOULD BE UNACCEPTABLE AT ANY OTHER AGE." – INTERVIEW WITH NENA GEORGANTZI FEATURED IN LA VANGUARDIA

10 January 2025



Photo Credits: Ana Jiménez / La Vanguardia

Nena Georgantzi, Human Rights Manager at AGE Platform Europe, was interviewed by journalist Mayte Rius for the Spanish newspaper La Vanguardia.

During the interview, she spoke about the prevalence of ageism in society, describing it as a *systemic issue* and *'one of the most accepted types of discrimination.'* She also highlighted that ageism is so internalised that it is estimated that only one in four cases of abuse of older people is reported, and emphasised the importance of having a UN Convention on the Rights of Older People.

Quotes

> *"I would very much like to see young people fighting for the rights of older people, not only out of solidarity but also because they, too, will reach that age and will want to have those rights. Their situation is likely to be even more difficult than that of today's older people, as they are starting from a position of greater inequality and uncertainty and are likely to live to an even older age."*
>
> **Nena Georgantzi**
> Human Rights Manager of AGE Platform Europe

DIGITALISATION: AGE WAS FEATURED IN HEADQUARTERS MAGAZINE

10 July 2025





AGE was featured in Headquarters Magazine!

Julia Wadoux and Vera Hörmann from our team spoke about how the digital transition should be barrier-free and attractive for all. This requires involving us, older people, as true partners.

Quote

> *"When essential services are 100% digitalised without an offline alternative, older people and others risk being left behind. This can be especially dangerous in areas such as healthcare and banking."*
>
> **Julia Wadoux**
> Policy Manager on Age-Friendly Environments from AGE Platform Europe

LE SOIR

ACCUEIL • OPINIONS • CARTES BLANCHES

Tout le monde doit avoir accès aux services essentiels, sans passer nécessairement par le numérique

Pour interagir avec des administrations, une banque, un fournisseur d'énergie, pour chercher un emploi ou un logement, pour acheter un billet de train… le numérique est rendu incontournable. Or, plus de 40 % de la population européenne ne maîtrise pas les compétences numériques de base, ce qui l'empêche d'accéder à certains services essentiels. Il est urgent de garantir l'accessibilité hors-ligne à tous les services essentiels. Lettre ouverte à la Commission européenne, au Conseil de l'UE et au Parlement européen.

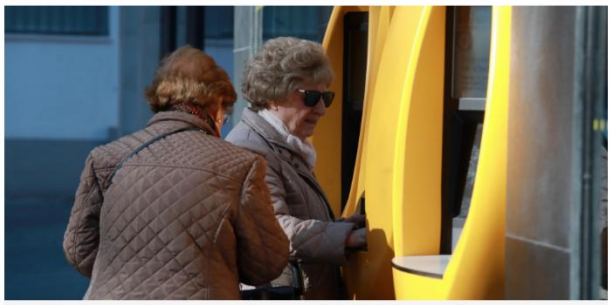


LA VANGUARDIA

ENVEJECIMIENTO

La ONU acepta proteger de forma específica los derechos humanos de las personas mayores

• El Consejo de Derechos Humanos ha acordado hoy crear un grupo de trabajo para redactar una nueva convención internacional



La nueva convención permitirá que las personas mayores puedan defender más fácilmente sus derechos ante la justicia y reclamar reparación si se vulneran (Emilia Gutiérrez / Archivo)

EL PAÍS

Sociedad

EDUCACIÓN · MEDIO AMBIENTE · IGUALDAD · SANIDAD · CONSUMO · LAICISMO · COMUNICACIÓN · LGTBIQ+ · EL TIEMPO · ÚLTIMAS NOTICIAS

EDADISMO >

La ONU trabaja para proteger los derechos de las personas mayores con una convención internacional

La organización acaba de formar un equipo para dar forma a un instrumento jurídicamente vinculante que impida discriminaciones por edad, como el acceso a la salud



UN WORKS TO PROTECT OLDER PEOPLE'S RIGHTS WITH INTERNATIONAL CONVENTION – INTERVIEW WITH NENA GEORGANTZI FEATURED IN EL PAÍS

16 May 2025



Photo Credits: Ana Jiménez / La Vanguardia

Nena Georgantzi, Human Rights Manager at AGE Platform Europe, was interviewed by journalist Pablo Linde for the Spanish newspaper El País.

During the interview, she highlighted the significance of the recent UN Human Rights Council decision – adopted by consensus – to establish a working group tasked with drafting a UN Convention on the rights of older persons. This marks a historic milestone after years of advocacy by AGE, older people, civil society, and other global supporters."

Quotes

> *"There is a short-sighted approach to care. While the system for people with disabilities supports and promotes the right to live in the community, for older people it seems to make no difference whether they stay at home or in a nursing home, as long as they are no longer a burden on their families."*
>
> **Nena Georgantzi**
> Human Rights Manager of AGE Platform Europe

Alo! LATEST · HOME · TO MARRY · WE · CHRONICLE · SPORT · VIP · LEISURE · THE MOST BEAUTIFUL WOMAN · TABLE · RADIO

Politics · Society · Ukraine · World · Belgrade · KiM · Printed edition · Retired

NEW DRIVER'S LICENSES ARE COMING, THERE WILL BE CHANGES! Each country decides how to implement them, restrictions for older people are changing

Author: Ana Gajičić | TO MARRY · 11.05.2025 · 20:38 · 0

Member States will have five and a half years to establish a digital permit system



Foto: Shutterstock/Fotoshutterstock



PREVIOUS NEWS



15 CM OF SNOW FELL HERE SNOWSTORM TURNS EVERYTHING WHITE, A WINTER

The European Parliament has adopted amendments to directives that introduce a number of innovations regarding driving licenses across the European Union. The most significant change is the introduction of a digital driving license, which will be usable via smartphones and will become the new standard across the EU.

LATEST · SPORT · MOST READ

EM entremayores

SUSCRÍBETE

PORTADA · EDICIÓN · NACIONAL · INTERNACIONAL · SALUD · EMPRESA · OCIO & CULTURA · A FONDO · OPINIÓN · NEWSLETTER

Internacional

Inicio › Internacional › AGE presenta su Plan de Acción de la UE para Combatir el Edadismo con motivo del día internacional de los mayores

AGE presenta su Plan de Acción de la UE para Combatir el Edadismo con motivo del día internacional de los mayores

El documento, basado en los derechos humanos, la igualdad y la solidaridad intergeneracional, incluye nueve iniciativas



LA VANGUARDIA

LOS RETOS DEL ENVEJECIMIENTO

"Los jóvenes han de aprender que es normal preguntar al vecino cómo está"

• Expertos en edadismo reunidos en Barcelona piden a los políticos que inviertan en promover relaciones intergeneracionales



Las actrices Vicenta Ndongo y Mercè Comes conversaron con la periodista Milagros Pérez Oliva sobre el edadismo en el sector audiovisual (Llibert Teixidó)

Co-funded by the European Union

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